

The NATIONAL UNDERWRITER

Life Insurance Edition



JAMES L. RUBY

**"I should reach nearly
\$20,000 in 1957..."**

Zionsville, Indiana
August 21, 1957

Mr. C. R. Willsey, Regional Manager
Franklin Life Insurance Company
Indianapolis, Indiana

Dear Bob:

Last May I completed my third year with the friendly Franklin. Words cannot express my gratitude and thankfulness for the opportunities afforded to me by our progressive company and the cooperation received from all those associated with the Franklin, especially you and Pete Milanovich, my General Agent.

Statements made by you and Pete when I joined the Franklin about the tremendous income possible, I could not actually visualize. However, in 1955 my commissions were nearly \$9,000; in 1956, my earnings totaled \$16,022.30 and at the present rate I should earn nearly \$20,000 in 1957.

Of course, this is five times the income I made when I was teaching and coaching. Needless to say, my wife and I and three little girls are quite happy about all this. I have been able to accomplish and do more for my family than I ever thought possible.

The tremendous public acceptance of the PPIP, JISP, GLA, and HP contracts provided by the Home Office have made this possible. Over 95% of my business is done on these four plans.

Cordially,
Jim Ruby

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans
Over Two Billion Six Hundred Million Dollars of Insurance in Force

NATIONAL FRATERNAL CONGRESS

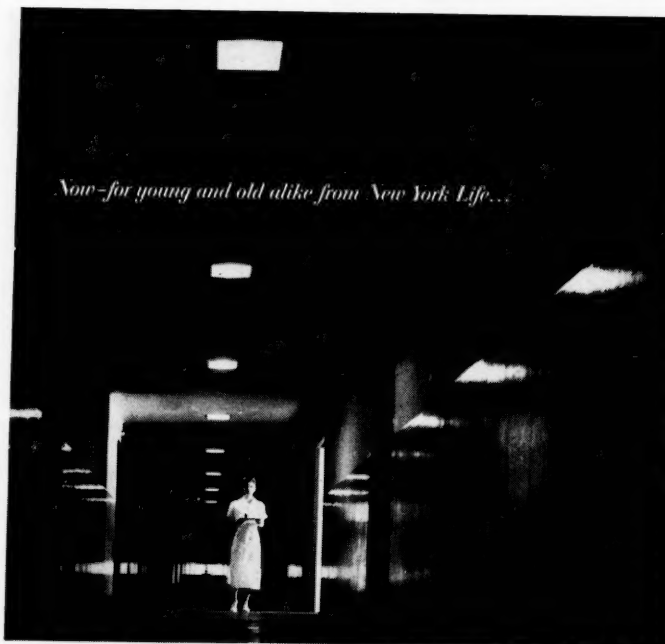
FRIDAY, OCTOBER 4, 1957

**APPEARING 31,682,758 TIMES...to spread
the word about New York Life's dramatic new
Lifetime Hospital and Surgical Insurance!**



**Hard-working
Advertisements**

like this one will be seen
by millions in *Sunday
Newspaper Magazine
Sections*. They'll help
stimulate even greater
demand for New York
Life policies.



Now—for young and old alike from New York Life...

**Lifetime Insurance that helps pay the heavy cost
of hospitalization or surgery!**

New Hospital and Surgical Expense Plans are guaranteed renewable as long as you live... premium rates can't be increased unless the rate is changed for everyone in your policy class... benefits never decrease.

Today, such lifetime insurance can be yours with one of these history-making new Hospital and Surgical Expense Plans developed by New York Life for families and single persons. One plan is issued from ages 18 through 60; the other is issued from ages 61 through 75—makes insurance available right now to men and women who are in their later years.

Most important, these plans are guaranteed renewable for life! You can keep your protection in force as long as you live... and the Com-

pany can't increase your premium rate, unless it changes the rate for everyone in your policy class. Benefits can never be reduced—even after you reach age 65! And an unusual deductible feature, by eliminating small claims up to \$25, gives protection against the bigger bills at a lower premium.

These dramatic new Hospital Insurance policies join New York Life's Income Protector and Major Medical Insurance Plans to round out the Company's line of modern Accident & Sickness coverages. Because of the assurance this dependable new protection gives you, it lets you get more out of the health you enjoy today. Ask your New York Life agent for details... or mail the coupon.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY IS A GOOD MAN TO KNOW

**New York Life
Insurance Company**

51 Madison Ave., New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

I would like more information about your new Hospital and Surgical Expense Plans which are guaranteed renewable for life.

Name _____ Age _____
Address _____
City _____ State _____

Life Insurance • Group Insurance • Accident & Sickness Insurance • Employee Pension Plans



**New York Life
Insurance Company**

A MUTUAL COMPANY **nylic** FOUNDED IN 1845

Life Insurance • Group Insurance • Accident & Sickness Insurance • Employee Pension Plans

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

Oct. 4, 1957
61st Year, No. 40

Institute Refutes Book Smearing Life Business

Spikes Specific Errors In
'The Grim Truth About Life
Insurance' Out This Week

"The Grim Truth About Life Insurance," by Ralph Hendershot, retired financial editor of the "New York World-Telegram & Sun" is an attack on many phases of life insurance operations. Issued Monday, it has been answered point-by-point in a memorandum prepared by Institute of Life Insurance for the information of editors and others writing about the book. Because of the standing of Mr. Hendershot as a financial writer and former syndicated columnist and the prestige of the publisher, G. P. Putnam's Sons, New York City, the text of the institute memorandum is given herewith.

Many misstatements, misinterpretations of facts, contradictions and inconsistencies are contained in the pages of this book. Much of this stems from an endeavor to oversimplify the actuarial basis of life insurance, something that even an actuary would not attempt. A definite animus towards life insurance and life insurance people is found from the beginning to end, demonstrated by the repeated derogatory terms applied to the institution of life insurance and those associated with it.

Many of the author's criticisms flow from his assumption that life insurance and savings exist as separate and distinct elements under a life insurance plan issued on a level premium basis. This is incorrect. The savings element is a by-product of the level premium of charging for life insurance. Represented by the cash value of the policy, it is the amount to which the policyholder is equitably entitled if he withdraws from the plan before its completion.

Many of his other criticisms stem from his horseback reconstruction of a premium which he himself disclaims as inaccurate.

For the benefit of those seeking to evaluate the text, some of the misstatements contained in this book are summarized as follows:

1. **Statement:** "Whereas that actuarial table of 1941 states that 4.59 out of every 1,000 men starting their 35th year would die in that year, as a matter of fact . . . the experience of several large companies . . . would suggest that, on the average, only 2.90 out of every 1,000 such men actually did die. Thus you come upon the first of a series of life insurance overcharges . . . The major companies were tucking away \$1.69 per annum per \$1,000 in a perfectly obvious overcharge." **Fact:** The 4.59 rate is not used by the companies in calculating either premiums or dividends nor is the mortality table cited by the author used for this purpose. This table is merely the basis on which policy reserves and values are calculated.

(CONTINUED ON PAGE 17)

Oppose FTC Plea For Review By Court Of American H.&L. Case

WASHINGTON—American Hospital & Life has filed a brief opposing the Federal Trade Commission petition asking U. S. Supreme Court to review the New Orleans federal circuit court of appeals decision favoring the company. FTC has attacked the company's A&S advertising.

The American Hospital & Life brief contends that the circuit court of appeals was correct in deciding that the Supreme Court already has construed fully the McCarran act as far as necessary in this case. There is no reason for granting a writ of certiorari.

The brief says the question presented by FTC is entirely too broad. FTC's petition asserted that the question is whether the McCarran act should be construed as divesting the commission of jurisdiction over false and misleading advertising in connection with the interstate sale of insurance because states have enacted laws prohibiting such practices.

The brief contends that the Supreme Court should consider only the narrow question of whether FTC has jurisdiction over a complaint that the home office distributed deceptive material to agents in various states with adequate regulatory laws and where the activities of the company and agents are confined to state boundaries.

The complaint does not charge any deception in the interstate mailing of applications and policies. The sole accusation is that brochures sent by the home office to agents in other states for distribution only within the states contained deceptive matter. None of the allegedly deceptive material was sent by the home office directly to prospects. The company has done no newspaper, magazine, radio or TV advertising.

The brief charges FTC with making an obvious attempt to have the Supreme Court consider the American Hospital & Life case on the facts in the National Casualty case. The fifth circuit court of appeals entered the judgment for American last April 9, while the sixth circuit appeals court at Cincinnati did not enter the judgment for National until June 6.

In FTC's attempt to have the American case decided on the facts in the National case, the brief declares, much of the material presented in the petition dealing with American H.&L. is merely by reference to the National case. Even the FTC opinion in the American case is set out as an appendix to the National petition, rather than as an appendix to the American petition. FTC's attempts to have the petition in the American case considered on the facts in the National case is entirely inappropriate, according to the American brief.

The FTC petition covering National
(CONTINUED ON PAGE 28)

Family Plan Has To Be Standardized, Commissioners Told

James Ross, chief deputy director of the Illinois department, told the zone IV commissioners meeting in Chicago this week that the family plan is going to have to be standardized. He said some standardization of the family plan is essential because of the difference in benefits, beneficiaries, and values of the various plans make it difficult for the insurance department to exercise its regulatory duties over the companies.

One of the biggest problems, according to Mr. Ross, is determining reserves required because of the lack of a definite pattern among the plans.

He explained that the family plan is currently being offered in Illinois by about 37 companies in about as many varieties and that it has grown out of the experimental stage to a degree where it "warrants legal recognition."

He said the family group plan, though recognized by Illinois department since its introduction two years ago, actually is neither authorized nor prohibited under Illinois statutes. He recommended that legislation be enacted to provide for the plan. Mr. Ross said the Illinois department already is setting up a standard form for the policy and planning new regulation of the plan which probably will go into effect early next year. He remarked that Illinois is the first state to do this.

It was explained that department regulations or legislation action affecting the family plan could mean that some of the plans approved for Illinois may have to be revamped.

Mr. Ross made his remarks in a 10-minute talk before the Tuesday general session of National Assn. of Insurance Commissioners zone IV meeting. He asked for comments but there were none, either from representatives of the industry or of the departments of the 11 states represented in zone IV.

Notes of the talk given by Mr. Ross posed some 20 points and questions affecting the family plan. Some of these points are:

- There is a large variety of policies with many different types of benefits. Perhaps there should be some standardization.
- The policy is not group insurance as defined in the code.
- The husband is called the 'insured' whereas all of those covered are insured.
- The first page should state clearly the consideration and the benefits.
- All policies should have conversion privileges or payor death benefits for the wife and children.
- Should the premiums reduce with the benefits?
- The incontestability and the suicide clause should apply only to the one involved and not terminate the benefits of others covered.
- The premium clause is often not in

(CONTINUED ON PAGE 5)

LAA Members' Jobs Becoming Integral Part Of Management

President H. M. Kennedy,
At Meeting In Philadelphia,
Outlines Three Challenges

By ROBERT B. MITCHELL

The kind of work that the life insurance advertising and public relations man is doing

is not only becoming recognized by management but is becoming an integral part of management, said Henry M. Kennedy, Prudential's executive director of public relations, in his presidential address at the annual meeting of Life Insurance Advertisers Assn., at Philadelphia.

"It has come a long way in the last few years," he said. "It will go a lot further in the years ahead."

"We are in a dynamic part of a dynamic business—with newly developing techniques which can be used in an ever-widening area of company responsibilities. The opportunities for the LAA member are tremendous—"

OFFICERS ELECTED

President—Morgan Crockford, secretary of Excelsior Life, Toronto.

Vice-president—Edwin P. Leader, advertising manager, Bankers Life of Iowa.

Secretary—John Briggs, vice-president and director of public relations and advertising, Southland Life.

Treasurer—Robert S. Kieffer, assistant vice-president, Metropolitan Life.

Editor—Donald L. Hopkins, director of sales promotion, Life of North America.

Executive Committeemen—H. M. Kennedy, executive director of public relations and advertising, Prudential, as past president; Charles R. Corcoran, 2nd vice-president, Equitable Society; William C. Heimburg, manager of sales services, New York Life; Myron Jones, assistant supervisor of agencies, Union Central Life; Richard L. Hindermann, vice-president, public relations, Pan-American Life, and Jay C. Leavell, vice-president, Guaranty Savings Life, Montgomery, Ala.

and so are the obligations. With broadening responsibility must come sharper objectives, better organization, and clearer evaluation of results. What could be more challenging in the years ahead?"

Mr. Kennedy's address was in line with the meeting theme—"Looking Back to Go Ahead." The theme was explained by Paul Troth, assistant vice-president of New York Life and chairman of the program committee, at the start of the meeting, who pointed

(CONTINUED ON PAGE 10)

Complete Program For International Parley Of Actuaries At N. Y.

Henry Cabot Lodge Jr., U. S. representative to the United Nations and representative in the Security Council, will be principal speaker at the Oct. 15 opening day ceremonies of the 15th International Congress of Actuaries which meets this month in New York City. The program has been completed.

The meeting, first to be held in the U. S. since 1903, will be opened officially by A. Theate of Belgium, president of the permanent committee for International Congresses of Actuaries. Malvin E. Davis, vice-president and chief actuary of Metropolitan Life, will welcome the 1,200 actuaries and introduce Mr. Lodge.

Mr. Lodge's address will be followed by remarks by actuaries representing the five major languages spoken at

the congress. They are C. F. Wood, president of Institute of Actuaries of England; Henri Auterbe, president of Institute of French Actuaries; Hans Parthier of the board of Life Insurance Alliance of Germany; Riccardo Ottaviani of Italy, a member of the directive council of the permanent committee of International Congresses of Actuaries; and Antonio Lasheras-Sanz of Spain, member of the directive council.

The problem of language will be reduced to a minimum at the 2-week meeting by a simultaneous translating system akin to that used by the United Nations. By means of a headset and switch, actuaries will be able to tune in to English, French, German, Italian and Spanish.

The afternoon session of Oct. 15, the first working day, will deal with the development and use of electronic data processing equipment. Co-chairmen will be J. Engelfriet of The Hague, Netherlands, and Paul Rood, vice-president and actuary of Lincoln National Life. Twelve papers will be presented by authors from the U. S.,

Canada, England, Netherlands, Sweden and France.

The Oct. 16 business session will deal with group life and pensions. Co-chairmen will be Walter Klem, senior vice-president and actuary of Equitable Society, and Jorge Szauer, consulting actuary of Bogota, Colombia. A summary of the papers will be presented by Welburn J. Adams, vice-president and secretary of Canada Life, and John C. Archibald, vice-president of Bankers Life of Iowa. Thirty-two papers will be presented by U.S., Canadian, Danish, English, Finnish, Norwegian, Scottish, Swedish, Swiss, French, German, Italian and Spanish authors.

On Oct. 17, the business section will cover the classification of risks for individual life insurance. Co-chairmen will be William M. Anderson, president of North American Life of Toronto, and Peter C. Wickens of City Mutual Life of Sydney, Australia. The summary of the papers will be presented by John F. Ryan, vice-president of New York Life. Thirteen papers will be presented by authors from U.S., Canada, Denmark, England, Finland, Norway, Sweden, Germany and Italy.

The Oct. 18 session will be divided into three parts held simultaneously. A session on analytical expressions of risks involved in general insurance will have as co-chairmen Edouard Franck of Brussels, Belgium, treasurer of the permanent committee for International Congresses of Actuaries, and Paul Johansen of Copenhagen, Denmark. A summary of the papers will be given by Charles A. Spoerl, assistant vice-president and actuary of Aetna Life. Sixteen papers will be presented by actuaries from Denmark, England, Netherlands, Sweden, Belgium, France, Switzerland and Italy.

A session on the effect of population changes on life and disability insurance, pensions, and national social insurance will be held. The co-chairmen will be Avro Junnila, director of Suomi-Yhtio, Helsinki, Finland, and Robert V. E. Royer, director of Caisse Generale D'Epargne et de Retraite de Belgique, Brussels, Belgium. The summary of papers will be given by Mortimer Spiegelman, associate statistician of Metropolitan Life. Four papers will be presented by U.S., Canadian and German actuaries.

A session on shortened methods of making actuarial computations will have as chairmen Leslie G. Oxby, chief actuary of Australian Mutual Provident Society, Sydney, Australia, and Wolfgang Sachs of Dusseldorf, Germany. A summary of the papers will be given by Bert A. Winter, 2nd vice-president and associate actuary of Prudential. Papers will be presented by actuaries from the U.S., Canada, Australia, Denmark, England, Finland,

Japan, Sweden, Yugoslavia, Germany, Venezuela and Italy.

Other activities will include a trip to Washington, D. C., where President Eisenhower will extend his greetings; a visit to Toronto, and, finally, back to New York City on Oct. 24 and 25 to participate in an extended electronics seminar. Discussions will cover electronic office equipment available and under development, applications of magnetic tape electronic equipment in large companies, applications in small and medium-sized companies, and related considerations.

Chairmen at the electronics sessions will be Robert E. Slater, vice-president of John Hancock, Lowell M. Dorn, 2nd vice-president and actuary of New York Life; J. Engelfriet of The Netherlands, and David H. Harris, manager of the methods research department of Equitable Society. The summary for the session will be given by John J. Finelli, 3rd vice-president of Metropolitan Life.

In addition to these meetings, the actuaries will visit various life companies in New York and Toronto. Prior to the Oct. 15 business meeting, a reception and buffet supper will be held on the previous evening. A formal banquet and ball will be held the evening of Oct. 18.

Philadelphia Leads In Percentage Increase In August Ordinary Sales

Philadelphia led large U. S. cities in percentage increase in ordinary life sales in August and the first eight months with gains of 30% and 39%, respectively, according to LIAMA.

Other large cities and their percentage increases for August and the first eight months, respectively, are Boston, 3 and 13; Chicago, 28 and 25; Cleveland, 3 and 20; Detroit, 26 and 24; Los Angeles, 18 and 19; New York, 24 and 21, and St. Louis, 27 and 38.

Hemphill Is Speaker At Los Angeles GA Meeting

Arthur D. Hemphill, manager of Equitable Society at San Francisco and president of San Francisco General Agents & Managers Assn., was guest speaker at the first fall luncheon of the Los Angeles general agents' association.

Discussing agency management, Mr. Hemphill stressed the motivation of agents, and the development of a man as being the result of self-development under proper supervision. He said that agents need not be informed so much as they need to be reminded and this is where agency supervision comes in.

Robert L. Woods, Massachusetts Mutual Life, president of the association, presided over the meeting.



Los Angeles association. From left to right are: Thomas G. Murrell, Mutual Benefit Life, secretary-treasurer; Robert L. Woods, Massachusetts Mutual Life, president; Mr. Hemphill, and Thomas D. Craig, Aetna, vice-president.

"OPEN SESAME"

Atlantic Life agents are finding it easier than ever to open the door to many new prospects with the magic letters E.S.P.S.—Employee Security Planning Service.

Offered free-of-charge to companies, large or small, this improved salary savings program is proving an invaluable aid in helping employers establish better public and employee relations. That's why Atlantic Life Agents find E.S.P.S. so easy to profit by!

Atlantic Life

INSURANCE COMPANY

HOME OFFICE—RICHMOND, VA.

Life • Accident & Sickness • Hospitalization

More Than a Half Century of Service



Ignorance Of Sound Family Financing Assailed By Gregg

Ignorance of sound family money management today was described as being "one of the major social problems" by Davis W. Gregg, president of American College, who spoke at a joint meeting of Chicago Life Underwriters Assn. and Chicago chapter of CLU at the Midland hotel last week. A full house of 400 agents attended the luncheon.

"We have done a great job in this country of educating people to make money, but a poor job teaching them to manage what they make," he declared. He attributed the major cause for family disruption, divorce and unhappiness to this failure to understand and practice good money management.

Efforts have been made by high schools and colleges to correct the situation. He singled out for praise Benjamin C. Willis, general superintendent of National Committee for Education in Family Finance. For the past 10 years this group of educators has been encouraging and stimulating school authorities to recognize the importance of scientific education in family finance. Chicago schools which teach such courses include subjects as budgeting, use of credit, ownership of life insurance, banking, investments in stocks and bonds, property insurance and home ownership. Agents of the Chicago association have been working in all Chicago high schools and some parochial and suburban schools with full cooperation of school boards for the last 20 years. Institute



Some 400 persons turned out for a luncheon last week to honor 25 new CLUs in the Chicago area. Principals participating in the event, which was sponsored jointly by Chicago Life Underwriters Assn. and Chicago CLU chapter, are, left to right, Gerhard C. Krueger Equitable Life of Iowa, president of Chicago Assn. of Life Underwriters; Davis W. Gregg, president of American College, the speaker; Robert J. Murphy, Prudential, president of Chicago CLU chapter, and F. Turner Munsell, field vice-president of New York Life at Chicago, chairman of the meeting.

of Life Insurance material is used and some agents have made talks before the student bodies.

Mr. Gregg urged the life agents to continue their education in order to give competent counsel to their clients in planning their insurance programs. Stressing that a public better informed and counseled about life insurance would be a more receptive public, he said: "In my opinion, the teaching of good money management is the path to glory for life insurance."

Prior to his talk, Mr. Gregg conferred diplomas on 25 new CLUs of

the Chicago area. Program chairman F. Turner Munsell, New York Life, introduced instructors of the CLU courses of DePaul university and Metropolitan Life and CLU officers of the Chicago chapter.

The committee which organized the joint luncheon was composed of Walter G. Wegner, New England Life; John M. Morrison, Metropolitan Life; Robert J. Murphy, Prudential, president of the Chicago chapter; Gerhard C. Krueger, Equitable Life of Iowa, president of the Chicago association, and Mr. Munsell.

Indict Saperstein, Union Welfare Fund Broker, As Embezzler

NEWARK—Louis B. Saperstein, former insurance broker involved in union welfare fund insurance, has been indicted on charges of embezzling \$625,000 in welfare funds from the Laundry Workers International Union.

Mr. Saperstein some months ago testified before a New York grand jury but refused to answer certain questions and last May lost an appeal from a contempt of court conviction for his refusal.

Indicted with Mr. Saperstein on four of the six indictments was Eugene C. James, former 7th vice-president and secretary-treasurer of the union. Both men, along with several others, were previously sued for close to \$2 million they had allegedly withheld from the union's welfare fund.

N. W. Mutual Western Agents To Meet, Oct. 7-8

More than 200 agents from eight western states are expected to attend Northwestern Mutual Life's annual all-western meeting at Fairmont hotel, San Francisco, Oct. 7-8.

Agents from Arizona, California, Idaho, Nevada, New Mexico, Oregon, Utah and Washington will participate in the two-day program.

Edmund Fitzgerald, president of Northwestern Mutual and six other officials will attend from the company's home office. Mr. Fitzgerald will address the group on Monday morning, building his talk on the theme of the meeting: "Our Business in Our Second Century." Thomas I. Pickford, special agent in Oakland, Cal., is chairman of the convention committee.

Richard J. Shipley, general agent in San Francisco, will be chairman for a reception preceding the Monday dinner dance, and Sterling E. Selz, special agent in San Diego, will be chairman of a luncheon for agents' wives. Dennis N. De Maria Jr., special agent in Woodland, Cal., will be chairman at a luncheon for agents with 5 years or less in the business, at which Don K. Auxier, special agent in La Jolla, Cal. will speak on "The New Man In Our Business."

Franklin Has New Type Family Plan

Franklin Life's new family plan, recently introduced, is considered a different type of family policy in that each unit provides \$50 monthly income from the insured's death until the anniversary nearest age 65. There is an additional \$1,000 of yearly renewable term to age 65 if his wife dies before then. Premiums are waived during disability.

Each unit provides yearly renewable term to the anniversary nearest age 65 of the insured. Double indemnity is included. The amount is \$1,000 if the wife is the same age as the insured, being increased if she is younger or decreased if she is older.

Yearly renewable term insurance for \$1,000 is provided each child under age 18 to the anniversary nearest age 22 or age 65 of the insured, if earlier.

Harmelin agency of Continental Assurance at New York will conduct another free 5-lecture course beginning Oct. 9 to prepare brokers for the New York state life agent's examination on Oct. 24.

Michigan Fraternalists Slate Annual, Oct. 7-8

Howard M. Lundgren, president of Woodmen of the World, Omaha, and newly-elected president of National Fraternal Congress, will address Michigan Fraternal Congress at its annual meeting at Fort Shelby hotel, Detroit, Oct. 7-8.

Mr. Lundgren's talk will highlight the Monday morning session. Lawrence F. Ayer, Maccabees, president of the Michigan Congress, will open the meeting at that time.

The afternoon program will consist of a fraternal insurance counselors' forum. During the forum a demonstration of sales approach and presentation will be given by E. L. Hohimer and D. C. Frieberg of Aid Association for Lutherans, Detroit. Karl Blaisier of Penn Mutual Life Insurance Company, Detroit, will give a talk on the "Success of Programming." A talk on "Million Dollar Work Habits" will be given by Harold W. Riess of Aid Associations for Lutherans, Indianapolis. Richard P. Miller of Aid Association for Lutherans will make the presentation of fraternal insurance counselors' quality and half million dollar awards. Mr. Miller is president of the counselor's group.

The Crystal room of the Fort Shelby hotel will be the scene of the banquet on Monday evening. Mr. Ayer will act as master of ceremonies. The speaker of the evening will be Robert W. Osler, vice-president of Rough Notes Co., Indianapolis.

Tuesday morning's session will open with an address by Miss Margaret Walker, Royal Neighbors, Lapeer, Mich.

Opportunity Unlimited

with the
**WASHINGTON NATIONAL
INSURANCE COMPANY**

\$38 million A & S premium income
\$1½ billion life insurance in force

FOR MEN OF GREAT PROMISE... A PROFESSIONAL CAREER IN FIELD UNDERWRITING OFFERING UNLIMITED OPPORTUNITIES—

- general agencies
- salary incentive salesmen
- group and individual sales representatives



SALES DEPARTMENT

Washington National Insurance Company

HOME OFFICE

EVANSTON, ILLINOIS



Occidental, Cal., Insures Wis. Laundry Workers

Wisconsin Laundry & Cleaning Trades Welfare Fund, composed of some 1,200 Milwaukee laundry workers at 34 plants, has been insured by Occidental Life of California. A trust agreement establishing the fund was worked out recently by representatives of local 174 of Laundry Workers International Union and laundry owners. The trust will be run by three union and three employer trustees. Employer welfare fund contributions of \$5.42

per employee per month will be paid. A previous welfare plan, offering the same benefits, was disrupted in May of 1956 when employers stopped contributing the monthly premium. They did so after the Wisconsin department refused to grant California Life of Oakland a license to do business in Wisconsin. At that time California Life had been designated as the insurer of the plan by the social security department of Laundry Workers International Union. The plan provides \$500 worth of life insurance, hospital, and A&S insurance, including \$18 a week for disability.



Midlander Marv Gandelman (left) chats with a client near the state capitol building in Trenton, N. J.

"You reach your goals sooner as a Midland Mutual Man..."

Young (34), forward-looking Marvin Gandelman attributes much of his success as an agency builder to the Midland Mutual's "earnest and sincere effort to cooperate in all activities which are realistic."

As General Agent for the Company at Trenton, N. J., since 1952, Mr. Gandelman has developed a sound, well-rounded operation. As a result of his 1956 performance, he won the President's Award for outstanding achievement among Midland Mutual agencies 5 years old and under.

"With the Midland Mutual," says Mr. Gandelman, "a man can reach his goals sooner and without 'ulcers.' It's a genuine pleasure to do business with my company, principally because it's made up of friendly, down-to-earth people whose ambitions and goals are consistent with my own."

On specific points, Mr. Gandelman has the following to say:

COMPENSATION AND FINANCING—"Liberal and realistic. Designed for Agency Building."

RANGE OF POLICIES—"Wide and varied."

PROGRAMMING—"Midland Mutual's 'Full Circle of Security' material is the finest we have seen."

SALES AIDS—"Good, Modern."

HOME OFFICE EFFICIENCY—"Excellent."

Want to learn more about the Midland Mutual agency-building help which has meant so much to Mr. Gandelman? For details write Charles E. Sherer, CLU, Vice President and Director of Agencies.



THE MIDLAND MUTUAL
LIFE INSURANCE COMPANY

256 East Broad Street, Columbus 16, Ohio

Serving Personal Security Needs Since 1906

Midland Mutual Agency Building opportunities include openings in these areas: California, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia.

230 Of Loyal Protective Field Force Return From Convention At Virginia Beach

A total of 230 members of the Loyal Protective field force and home office including their wives have just returned to their homes from the Royal Protective 1957 international convention which was held at Cavalier hotel, Virginia Beach, Va.

The 20 leading field representatives who comprised the Inner Circle arrived with their wives on Sept. 24 and were honored at a special dinner that evening and during a special program the following day. The balance of the qualifiers and their wives checked into the Cavalier on Sept. 25. The business sessions were held on Thursday and Saturday mornings with a brief breakfast meeting on Friday morning with a tour to Colonial Williamsburg.

The Inner Circle members were entertained on Sept. 25 and met with all the other qualifiers at a barbecue and buffet dinner in the Cavalier gardens of that same day. Chairman of the board John M. Powell gave the official welcome to open the business session on Thursday morning. He was followed by Jerome M. Powell, who delivered the presidential address. Vice-president and secretary Walter E. Collins, the next speaker, described the new business expense S. & A. policy for professional men which will be announced soon. Vice-president and actuary Stuart F. Conrod discussed the new series of mortgage redemption riders designed to cover 15, 20, 25 and 30 year mortgages.

On Friday morning Wesley L. McCutcheon, assistant vice-president in

charge of Canadian home office operations at Toronto, outlined the company's growth and prospects for continuing expansion in Canada. Dr. Henry W. Hudson, medical director, reviewed briefly the history of medical practice and current trends just preceding the trip to Williamsburg and a luncheon at the Williamsburg Inn. At the Saturday morning meeting Edward L. Doyle Jr., superintendent of agencies, stressed the importance of persistency or conservation as a factor in determining the field representative's income. Charles A. Lytle, assistant secretary, brought greetings from the claims department. But the highlight of that business meeting were talks by Ralph L. Ryan, a leading field representative, by Mrs. Melville J. Ellis, whose husband is a member of the Tiedeck agency and by Luther A. Fisher, the company's leading general agent. The program was concluded by Roland J. Fisher, superintendent of agencies, who stressed the career aspects of life insurance and A&S selling. At the banquet on Saturday evening, Sept. 28, the winners of the recent Lucky 7 contest were announced and that was followed by the presentation of the present month's leaders—the eight men who led the entire field force during the president's month in April, the last contest in honor of Jerome M. Powell as president. Mr. Powell became chairman of the board on May 1. The concluding item on the program was the address by Robert W. Osler, vice-president of Rough Notes Co.

Study Shows Criticisms Of Mich. Blue Shield

Results of a study by Michigan State Medical Society indicate that while there is wide favor for the Blue Shield type of prepaid medical service, there is considerable dissatisfaction and criticism of the plan as it exists in that state. The report was given to the society upon completion of a statewide canvass by questionnaires and by the press.

Approximately 81% of Michigan's population has some form of health insurance, the report reveals, and of those, 65% have Blue Shield. While 81% of Blue Shield members like the coverage, most have no comprehensive knowledge of their contract and believe Blue Shield rates to be about 100% higher than they actually are, due to the usual sale of the combined Blue Cross—Blue Shield package, the study said.

Members of unions, it was noted, have a slightly more favorable attitude than the general population but residents of metropolitan Detroit express more unfavorable opinions than those in other sections, based on the complaint of "high rates."

Doctors, who literally "own" the plan, also like Blue Shield but feel its service can and should be improved. They are not generally adverse toward health insurance being sold by other insurers and many feel that the medical profession "should get out of the health insurance business altogether." Their chief gripe is that the Michigan contains "inequities" in the schedule of payments for doctors' services. It is claimed that the fee schedules have failed to keep pace with changing med-

ical science and advancing living costs.

The report notes evidence of sufficient dissatisfactions to warrant investigation of changes in rates and benefits and in payments to doctors.

There was almost unanimous demand (96%) in the survey answers for protection against surgical expense. Large numbers also wanted X-ray service in all needed cases, either "in the doctor's office or the hospital outpatient department."

A deductible plan of medical coverage is favored by some 47% of those questioned but the percentage diminishes in inverse ratio to the amount of deduction, with the top percentage willing to accept a \$25 deduction, 33% favoring a \$50 deduction and only 10% being willing to assume the first \$100 of medical expense.

NALU Picks Hoffman For Post; To Compile Association History

The board of National Assn. of Life Underwriters has directed that a comprehensive history of the organization be written. Because of the immediate importance of this project, Comptroller Maxwell L. Hoffman has been promoted to the newly created post of associate managing director and has been relieved of all other major duties in order to commit himself fully to the task.

Albert C. Adams, general agent of John Hancock at Philadelphia and president of NALU, said the writing of the history is an obligation which is owed to those who will follow. NALU's accomplishments and traditions will be a guide and challenge to them. Mr. Hoffman is best equipped to do the job, he added.

ALC Legal, Agency Sections List Programs

Programs for the legal and agency section meetings to be held during the annual meeting of American Life Convention at the Edgewater Beach hotel, Chicago, Oct. 7-11, have been announced.

The legal section meeting will open the five-day ALC annual gathering on Monday afternoon, and will also meet Tuesday. The agency section will open on Tuesday.

Speakers at the legal section sessions will be: H. Harold Leavey, vice-president and general counsel California-Western States Life; Harry S. Redeker, general counsel Fidelity Mutual Life, Dan Kaufman, general agent in Evanston, Ill., for Northwestern Mutual Life; Frank P. Aschemery, vice-president and general counsel General American Life; C. Clark Bryan, ALC assistant general counsel; Warner H. Mendel, vice-president and counsel, investments, Equitable Society; and G. Frank Purvis Jr., vice-president and associate general counsel, Pan-American Life.

The annual luncheon of the legal section will have as guest speaker Clarence Manion, South Bend, Ind., attorney, former dean of University of Notre Dame law school.

The section will assemble again in

Family Plan Must Be Standardized: Ross

(CONTINUED FROM PAGE 1)

accord with the standard provisions.

- The non-forfeiture clause should state all the facts.
- Adjusted premiums and cash values should clearly state whether or not they are the total premiums and values for the policies as issued.
- The wife has more or less insurance depending on her age at issue. Should the value be adjusted accordingly?
- Should the wife have non-forfeiture value?
- Should premiums be broken down?
- What about the reserves—husband, wife, children; life, disability, and double indemnity.
- Some companies provide family benefits by rider—is addition of wife and children's benefits by rider preferable?
- Can a company insure more than one adult with only one insured's signature?
- Should companies increase cash values if refund of premiums at death is guaranteed?

the afternoon for the annual "Review of Life Insurance Legislation" by Ralph H. Kastner, general counsel of American Life Convention. Following Mr. Kastner's review, there will be an "Open Forum on Current Problems".

Agency section speakers are: Harold J. Cummings, president Minnesota Mutual Life; Lambert M. Huppeler, vice-president New England Life; Earl M. Schwemm, agency manager in Chicago of Great-West Life; Frederic M. Peirce, managing director of Life Insurance Agency Management Assn., and Ralph G. Engelsman, sales consultant.

Ex-Auditor Of Fraternal Gets Four-Year Prison Term

Howard J. Drageske, former supreme auditor of Equitable Reserve Association of Neenah, Wis., was sentenced last week to four years in Waupun (Wis.) state prison for embezzlement of \$42,975 from the fraternal. Mr. Drageske was sentenced by Judge Luchsinger to the 4-year term despite the fact that his attorney explained that the defendant had made "nearly complete restitution."

LIAMA Atlantic Alumni Assn. To Hold Annual Oct. 24-25 At N. Y.

Panel discussion on pre-induction training and methods for keeping agents successful will highlight the annual meeting of Atlantic Alumni Assn. Oct. 24-25 at Hotel Biltmore, New York City. Graduates of LIAMA agency management schools will attend.

Arthur W. Schmidt, general agent of New England Life at New York and secretary of the association, will preside at the Tuesday afternoon session. Thayer Quinby, general agent of Columbian National in Boston and president of the association, will extend the greeting. Frederic M. Peirce, managing director of LIAMA, will speak on "Building for Keeps."

A panel on "Pre-induction training" will have Mr. Schmidt as moderator. Speakers will be Richard S. Cox Jr., associate general agent of Aetna Life at Boston; Reginald C. Porcello, district manager of Pilot Life at Richmond; Robert E. Wilkins, manager of Prudential at Hartford, and Cecil S.

Woodbrey, general agent of Massachusetts Mutual at Portland, Me.

"Three Coins in the Life Insurance Fountain" will be the subject of a talk by Laurence J. Ackerman, dean of the school of business administration of University of Connecticut.

On Wednesday morning, S. Rains Wallace, LIAMA director of research, will speak on "Many Are Called, But . . ." A panel on "How I Keep 'em" will have as moderator Paul L. Guibord, general agent of Mutual Benefit Life in Newark and vice-president of the association. Speakers will be J. Hicks Baldwin, general agent of New England Life at Washington; Walter J. Duffy, district manager of John Hancock at Philadelphia; William J. McFeely Jr., manager of Home Life at Baltimore, and Harold Smyth, general agent of National Life of Vermont at Hartford.

E. W. Englecke has been appointed agency director of First National Life of Detroit. He formerly was manager for Inter-Ocean at Detroit and before that was assistant to the agency director of Illinois Bankers.



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of Health Care Protection

- One policy provides both basic hospital-surgical and major medical coverage . . . for individuals or families.
- Modest deductibles on both coverages keep premiums within ability to pay . . . rates are geared to age brackets.
- Contains Renewal Equity, a guarantee your insured will appreciate.
- Get details now on this newest, most salable plan of health care protection on the market today.

Full information upon request.

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R. B. RICHARDSON, President
Western Life Insurance
Company



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... since they invested their future in North American Life's NEW FAMILY POLICY!

This is the Family Plan that has created a flurry of praise throughout the Insurance Industry ... the Family Plan your prospects have been asking for. Imagine, ONE policy—ONE LOW premium provides life insurance for the entire family. Write Buck Rogers, Agency Vice President, for all the commission building details, including FOUR RIDER OPTIONS!

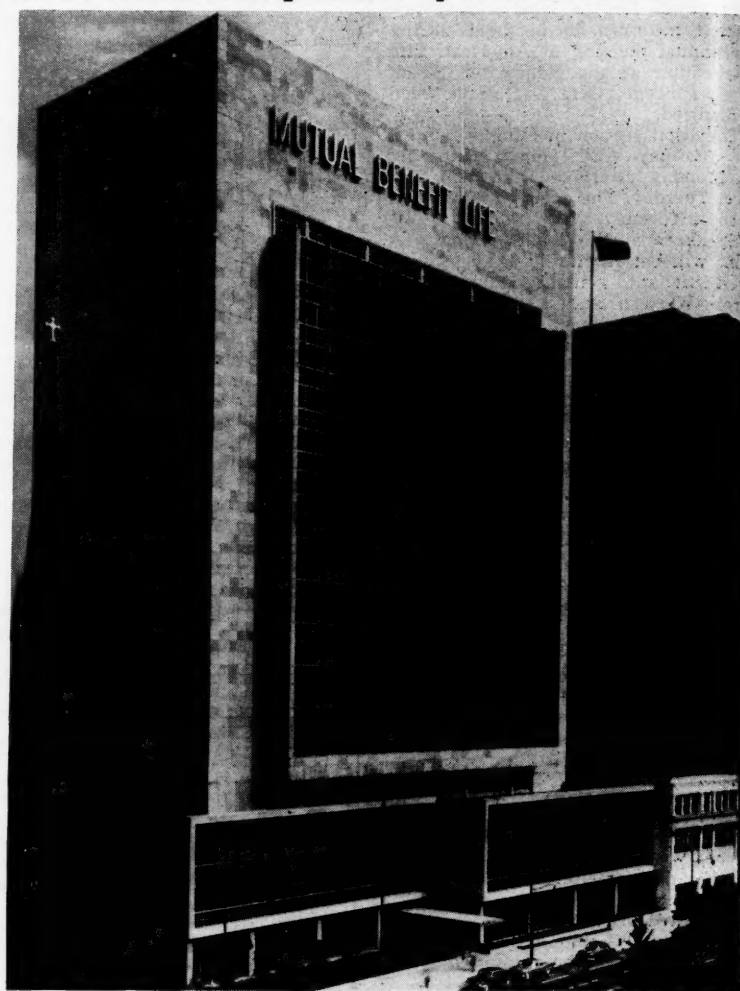
NORTH AMERICAN LIFE
Insurance Company OF CHICAGO

R. D. Rogers, C.L.U., Agency Vice President

NORTH AMERICAN BUILDING

CHICAGO, ILLINOIS

Mutual Benefit Life To Dedicate New Building At Oct. 9 Ceremony; Other Special Events Set



Mutual Benefit Life will dedicate its new 20-story home office in Newark at ceremonies beginning at 11:30 a.m. Oct. 9.

Employees, their families and friends will inspect the building on Oct. 27.

The company will hold a reception, tour of the building and buffet dinner for Newark and New Jersey civic and business leaders on Nov. 7.

Throughout the winter, various organizations will be invited to visit the building.

Milford A. Vieser, financial vice-president, who has been in charge of the construction program, will direct the various events.

The Oct. 9 ceremony will not be large. In recognition of the part Mutual Benefit has played in the redevelopment of Newark, the ceremony will be witnessed by officers, directors and a small group of people closely identified with the redevelopment of the city. Preceding the dedication, officers and directors will unveil an inscription in the main floor lobby. The inscription is dedicated to the principles established by the company when founded in 1845.

Following this ceremony, the group will proceed to the 17th floor auditorium, known as the "pelican room." The name is derived from the company's emblem which features a pelican seal. President H. Bruce Palmer will preside. Mayor Leo P. Carlin of Newark and Chairman W. Paul Stillman will speak briefly. Mr. Stillman will seal a time capsule which later will be placed under the Mutual Benefit Life "penny" at the entrance to the "pelican room." Some weeks ago the "penny," a 4-foot bronze

seal of the company, was moved at the request of employees from the main lobby of the old Mutual Benefit building at 300 Broadway to the new building at 520 Broad street.

The time capsule will contain such items as the latest annual report of the company, copies of the daily papers of Newark and New York City, Newark telephone directory, company policies and rate books, a list of all present employees and full-time agents, and other items. Following the sealing of the capsule, guests will lunch in the "pelican room." Later, they will tour the building.

The major event will be the Nov. 7 reception when 800 civic, government and business leaders will be the guests of the company at an evening reception, to be followed by a buffet dinner and tours of the building. Hostesses will escort groups through the building. There will be no formal program.

The event that will attract the largest group will be "family day" on Oct. 27 when 3,000 employees, relatives and friends will inspect the nine floors which the company occupies. Refreshments and entertainment will be provided for the visitors from 1:30 to 5:30 p.m. Hostesses will conduct tours.

Chicago H. O. Underwriters To Hear Talk On Modern Sales Trends

Chicago Home Office Life Underwriters Assn. will hold its monthly meeting Thursday, Oct. 10, at the Old Heidelberg restaurant, 14 West Randolph street. The speaker, David Justman, life sales coordinator of Bankers Life & Casualty of Chicago, will discuss "Modern Sales Trends in Life Insurance."

Provisional Hospital Major

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POLICIES

Provident L.&A. Offers Hospital-Surgical And Major Medical Package

Provident Life & Accident has introduced a package health policy for the individual or family containing basic hospital-surgical and major medical coverage in one contract.

It features a step-rate premium and the recently developed renewal equity guarantee. Sales material is being distributed.

James E. Powell, vice-president, said, "It is almost impossible to tailor the major medical coverage to pick up at just the point where basic hospital-surgical leaves off. Thus, there is either a duplication of coverage or a sizable gap in coverage when two separate policies are used to afford both basic and catastrophic coverage.

"Provident meets this need with its new package plan of health care protection which, to our knowledge, is the first fully integrated plan—involving both basic hospital-surgical and major medical coverage—offered to the individual or to the family in one policy contract."

By integrating basic hospital-surgical and major medical in one package, the need for a large deductible on the major medical is eliminated. The maximum deductible is \$200 and smaller amounts may be selected.

For flexibility and to meet individual needs, insured has an option of three plans, all offered at the same premium. This is made possible by increasing the deductibles in accordance with increased maximum benefits selected for hospital-surgical and major medical. Due to the wide variance of medical costs by areas, the premium is geared to the area in which insured resides. Change of area of residence will be picked up automatically by electronic machine, and the premium will be increased or decreased in accordance with the published rate schedule for the new area.

In recognition of the increasing cost of morbidity by age, premiums are geared to the age of insured and are automatically increased as the individual passes from one age bracket to another. This means lower rates at the earlier ages and puts realistic coverage within the reach of the younger family man who needs it most.

The renewal equity guarantees insured the right to continue the coverage to age 65 without the possibility of any change because of deterioration

of health. Because of the impossibility of predicting medical costs over the years, the company reserves the right to increase the premiums by class to preserve sound underwriting. This permits a realistic rate schedule based upon the present situation rather than upon an attempt to forecast the value of the dollar and cost of health care protection some time in the future.

Pacific Mutual Introduces New Executive A&S Plan

Pacific Mutual Life has inaugurated an "Executive Guaranteed Renewable

Income Protection Plan," a new A&S policy for business men. The plan will pay income benefits for A&S disability to age 65 and is guaranteed renewable to that age.

Under the plan the company reserves a limited right to make premium adjustments. The company guarantees, however, that no change will be made in premiums unless such change is made applicable to all policies in the same rating class. It is also guaranteed under the plan that no increase will be made because of the deterioration of health or change of occupation.

Great American Reserve Issues New Ratebook

Great American Reserve of Dallas has released a new ratebook. The basis of rates under all basic plans is for \$5,000 of insurance and rates are to be graded by amount. Two new contracts are being offered in this new ratebook, one of which is a family policy and the other new policy is the junior estate builder which is the life paid up at 65 plan wherein the amount of insurance increases from \$1,000 to \$5,000 at age 21.

The whole family is protected with John Hancock's family plan



FEATURES

- Dad has *permanent* insurance.
- Mother has *permanent* insurance.
- Term Insurance† for the children. Convertible *without medical examination* at age 25 to any limited payment life or endowment plan up to 5 times the original Term amount. New-born children automatically included *at no extra cost*. In event of Dad's death, Term Insurance is fully paid up to age 25.
- Double Indemnity Benefits automatically included for both Dad and Mother.
- Waiver of Premium Disability Benefit automatically included for Dad.
- Mother's insurance fully paid up at Dad's death.
- Values of permanent insurance available for retirement or emergency use.

One unit of Family Policy provides:

PERMANENT WHOLE LIFE INSURANCE

For Dad **\$5,000**

For Mother **\$1,000**

• • • • •

TERM INSURANCE TO AGE 25†

For each child **\$1,000**

Policy available up to maximum of 3 units

†Includes all children under 18 years of age at date of insurance application. The full amount is provided from ages 6 months to 25 years and one-fourth of this amount from age 15 days to 6 months.

The Select Ordinary Plan is described. There is also a Multiple Protection Family Plan with different features.

ISSUE AGES

Husband age 18-55 and Wife age 16-55 provided she is not more than 20 years younger nor more than 10 years older.

PREMIUMS REDUCED FOR FIRST THREE YEARS

First dividend payable at end of third year may offset premium increase at beginning of fourth year. Premium also reduces when Mother reaches age 65 or at her prior death.

Available throughout the United States except in Massachusetts and Missouri.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
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PAUL TEMPLE AND ASSOCIATES INSURANCE ANALYSTS

Purchase, Re-Insurance
and/or Merger of Life, Fire and
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negotiated in confidence through
the facilities of this 30 year
old organization.

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6355 NORTH CLARK STREET
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ADDITIONAL RIDERS AVAILABLE TO MEET VARYING NEEDS

- For Dad's insurance—
Family Income—12 variations available
OR
- Level Term, 10, 15 or 20 years, for \$3,000 up to 2½ times his basic amount.
- For Mother's insurance—
Level Term to Age 65 for an amount from ½ to 2 times the amount of her insurance.

LOMA Hears Sarnoff, Planning Groups And Panels On Automation

Although the accomplishments of industrial and commercial electronics have been great so far, they still are in the pioneering stage, Chairman David Sarnoff of Radio Corp. of America pointed out at the annual conference of Life Office Management Assn. in Washington, D. C.

Insurance records now occupying

much space ultimately will be condensed on a few hundred reels of magnetic tape and stored in a single room, Mr. Sarnoff said. Employees seeking specific information simply will press a button or dial a code number. The electronic memory will be searched at lightning speed, and the desired information will appear instantly on a television-like screen on the employee's desk.

Mr. Sarnoff also discussed the role automation can play in the national

economy and in the security of the free world as it continues in the cold war against communism.

Six LOMA regional planning committees reported on the results of their year-long research projects involving all phases of life insurance home office planning and equipment.

Chairmen of the committees this year were H. O. Jacobson, assistant secretary of New England Life, eastern committee; Sam P. Hatch, assistant secretary of Life of Georgia,

southern committee; Harold Moyer, supervisor of methods and planning of Metropolitan Life, western committee; Everett O'Brien, vice-president of State Farm Life, midwestern committee; H. R. Fisher, manager of the planning department of Excelsior Life, Canadian committee; Ward F. Stevens, assistant secretary of Connecticut Mutual, north Atlantic committee, and P. G. Combs, assistant secretary of Great Southern Life, southwestern committee.

The line executive plays an important role in the personnel pattern of his company and has important duties in the areas of salary considerations, job instruction, employee interviews and continual communication with his staff on new methods and changes. This conclusion was reached in a panel discussion of "Personnel Problems of the Line Executive." Moderator was E. J. Moorhead, actuary of New England Life.

In a session on automation, two panels discussed the ways and means by which the series of electronic equipment now being used by the majority of life companies can provide greater and more efficient services which directly accrue to the benefit of policyholders. Moderators were R. T. Wiseman, planning officer of Sun Life of Canada, and Thomas Allsopp, 2nd vice-president of Prudential.

Life Of Va. Appoints Albright Agency V-P

George F. Albright, assistant to President Charles A. Taylor of Life of Virginia, has been promoted to agency vice-president in charge of all ordinary and combination agency operations.

Mr. Albright's promotion was reported on page 19 of the Sept. 20 issue of THE NATIONAL UNDERWRITER. However, the photo identified as Mr. Albright's actually was that of Paul J. Williamson, another Life of Virginia executive.

Mr. Albright joined Life of Virginia at Charlotte in 1938 and has been manager in Atlanta, director of agency training and assistant vice-president in charge of combination agencies in a 5-state area. He is a CLU.

Seattle Life Managers Meet

Allen Broadbent, branch manager of Manufacturers Life at Vancouver, B.C., was the speaker recently at a meeting of Seattle Life Managers Assn. at Washington Athletic Club.

A Service Guide A

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Special Ground Floor Opportunities Available to GENERAL AGENTS... LIFE • ACCIDENT & SICKNESS HOSPITALIZATION • GROUP

MORE COMPETITIVE . . . L.I.C.A. offers a complete portfolio—policies filled with unusual selling features . . . loaded with advantages you can get your teeth into — and really S-E-L-L!

MORE MERCHANDISING . . . We offer a hard-hitting, sales producing program, from "mail to sale". Everything furnished to you without charge.

MORE ADVERTISING . . . We help you develop sales potential through local advertising, direct mail, quality-lead programs.

MORE MONEY FOR YOU . . . This is truly a "ground floor" situation. L.I.C.A.'s vigorous building program spells O-P-P-O-R-T-U-N-I-T-Y for you!

INVESTIGATE AT ONCE!

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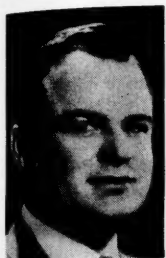
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FIELD CHANGES

Manhattan Life

William M. Taylor, J. W. Horan and J. M. Nix have been appointed general agents of Manhattan Life at Jacksonville, Louisville and Amarillo, respectively. Mr. Taylor, whose office is at 306 West Adams street, has been with Jefferson Standard in Greensboro, N. C. Mr. Horan, whose office is at 697 Starks building, entered the business with Home Life and has been with Occidental Life of California for five years, the last three as manager



W. M. Taylor



J. W. Horan



J. M. Nix

at Louisville. Mr. Nix, with offices at 1312 Tyler street, succeeds A. W. Newman, who has been advanced to assistant superintendent of agencies. Supervisor of the agency since January, Mr. Nix previously was with a mortgage loan company, Minnesota Mutual Life and National Life & Accident.

Washington National

James A. Pellow has been promoted to general agent in Pittsburgh, for Washington National. Mr. Pellow entered insurance in 1948 as a sales representative, rising in 1950 to staff superintendent and most recently to division manager. He is an instructor for LUTC classes in Pittsburgh.



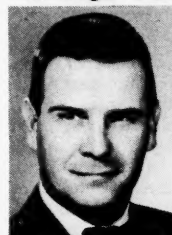
James A. Pellow

Columbian National

George F. Burns has been named manager of Columbian National at Portland, Me. He has been assistant manager of Mutual of New York at Portland and previously was with Penn Mutual and Liberty Mutual.

Lincoln National Life

R. Hugh Gifford and J. Maurice



R. Hugh Gifford



J. M. Hendricks

Hendricks have been appointed general agents in Baltimore and Oklahoma City, respectively. Mr. Gifford, who will be in partnership with Roy B. Lanham, joined Lincoln National Life in 1946 as a special agent and became an agency supervisor in 1956. Mr. Hendricks entered insurance in 1949 at Tulsa where he was promoted to assistant agency manager.

Connecticut General

James Addison Jr. has been named district group manager of Connecticut General in Akron. New group pension

representatives are John P. Hanrahan in Chicago, Robert O. Novak in Cleveland, and Richard A. Ross in New York City. Mr. Addison has been assistant district group manager in Indianapolis. The others have been in the home office group sales department.

Security Life & Accident

Security Life & Accident of Denver has appointed Lloyd C. Brown as manager in the Spokane, Wash., territory. Mr. Brown has been in the life business since 1946 and has achieved a suc-

(CONTINUED ON PAGE 19)

Thinking about protection?

SEE YOUR
GREAT-WEST LIFE
REPRESENTATIVE

This powerful — thought provoking message on outdoor posters will appear in over 100 cities and towns throughout the United States and Canada in 1957.

Outdoor advertising is an effective partner of the Great-West Life representative in his sales and service activities.

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

Tops in Everything

CONVENIENT

Ideally located in St. Louis, two short blocks from the Union Station and in the center of the Wholesale District... Preferred, always by experienced travelers because of its outstanding advantages—Every room with combination tub and shower... and circulating ice water. Delicious food... cheerful service.

AIR-CONDITIONED ROOMS

350 rooms from \$3.50

HOTEL LARIDGE

LOCUST ST. AT EIGHTEENTH

Free Parking

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EARNE SIMONS General Manager

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committee;
resident of
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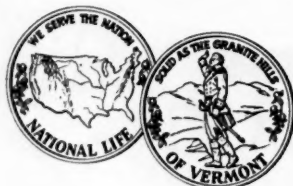
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PALO ALTO, CALIFORNIA**

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Mr. Gumm will direct the company's West Coast activities from this newly established office.

Kennedy Outlines Three Charges To LAA

(CONTINUED FROM PAGE 1)

ed out that "as we look ahead, we need that dedication to a cause, that determination to achieve, that degree of excitement and enthusiasm which have always accompanied progress."

President Kennedy, earlier in his talk, said the three most important challenges facing the LAA member of today are the challenge of purpose, the challenge of management, and the challenge of proof.

As respects purpose, for example, Mr. Kennedy said: "If an advertisement is aimed at getting leads for your agents and thereby helping to do some of their prospecting for them, then use a coupon and direct the whole ad at getting the coupon returned. If the purpose of a local advertisement is to build up the agent in his own community, then use the agent's picture and do everything else you can to build his prestige. If your objective is building prestige for your company, then make everything in the advertisement contribute to that objective. When what is basically an institutional ad includes, for instance, a coupon, the result is apt to be not much prestige and very few coupon returns. . . . As our first challenge I feel we should have a clear understanding of our job—and then make sure that everyone else in our company understands it just as well as we do."

Regarding the challenge of management: "If you are virtually a one-man department, it is particularly important that you organize yourself and your time to carry out the many functions that are your responsibility. If you head a department or division,

it is equally important that you organize the group effectively, that you select and train the personnel you need and that you inspire them and keep them enthusiastic. . . .

Involves Cost Controls

"Modern management also involves cost controls and relations with your advertising agency or public relations consultant, if you have one—the determination of what you will do and what they will do. And it also involves making sure that you have the time to sit back and plan, because it is your job to decide what needs to be done, who's going to do it and, finally to measure what has been done."

On the challenge of proof: "With our activities broadening, with the results of these activities having a greater impact on all company operations, and with more dollars inevitably being involved, top management has a natural desire to know what they are getting for their money and whether the dollars being spent by you and your associates are being spent as effectively as possible."

Mr. Kennedy mentioned readership reports, radio and TV audits, and billboard audits, also what has been done in sampling policyholder opinions and attitudes, finding out what procedures cause irritation and delay, and whether company correspondence measures up from a public relations standpoint.

"Many editors are no longer satisfied to distribute a publication and hope its readers will get something out of it," he said. "They conduct readership surveys not only to find out what kinds of material are most appealing

Memo
Mr. Agent—
There's more
money in package
plans—specifically
United Life's...

Write now—to the Company that pioneered the Combination of LIFE, ACCIDENT & SICKNESS plans

LIFE ACCIDENT and SICKNESS DISABILITY PACKAGE

UNITED LIFE AND ACCIDENT INSURANCE CO.

EST. 1913 Concord, N. H. AN OLD NEW ENGLAND COMPANY

Write H. V. Staehle, Jr., C.L.U., Field Management Vice-Pres., United Life, 5 White Street, Concord, N. H.

STATES SERVED: Conn., Del., D.C., Me., Md., Mass., *Mich., N.H., N.J., N.C., *Ohio, *Pa., R.I., S.C., Vt., Va.

*General Agency opportunities available

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but also to discover areas of information and misinformation that their publications can clarify.

"Some companies—notably several outside the life insurance business—have gone further than this in conducting surveys which have sought to find out what employees know and don't know about their company and the source of such information. Such surveys have indicated not only the effectiveness of the company's publications in communicating ideas but have evaluated the company's whole communications system—including meetings, bulletins, the pass-along from superior to clerk, and everything else. . . .

"The challenge of proof, as I see it, is helped considerably by a state of mind—a state of mind that is continually looking for ways in which we can pre-test and ways in which we can evaluate final results."

Peirce Discusses Challenge

The "challenge of proof" was also discussed by Frederic M. Peirce, managing director of LIAMA, who said: "You can run an advertising series in Peoria—but how effective is it? You put a third color into your annual statement booklet—but does this improve readership? You produce a new and dramatic proposal sheet—but is this persuading more people to buy than the old one did?

"It has long seemed to me that one of the greatest problems the creative man faces is in trying to measure his results. Isn't this an area for scientific exploration? I suggest it is. I suggest it is important that we try to assess the results of the work you are doing in advertising, sales promotion, and public relations.

"Thinking about this, we must not delude ourselves: It will be costly. Much of the fact-finding can be done only through face-to-face interviewing, which, as we all know, is a most expensive kind of research! While this drawback may make the project I suggest impractical for LIAMA and LAA to sponsor alone, it seems sufficiently important to me, however, to merit the concern and interest of our business as a whole.

"What would such research accomplish? Even modest results would, I believe, substantially strengthen the life advertiser's role in his company and within the agency system!"

Mr. Peirce also discussed what he called "a public relations problem which calls for your very special abilities"—the concern of field men over

developments they feel are hurting their best interests. He listed the impact of lower premiums, sometimes accompanied by lower commission rates; special policies, the philosophy of cheaper by the dozen and the effect of these on commission income, and the effect of high-limit group cases.

Are Protests Valid?

"Are these protests valid?" asked Mr. Peirce.

"Some may be," he said, "but in many cases, when the two groups sit down side by side and hash things out, the whole controversy boils down to one simple answer: *faulty communications*. More than often, field men don't know the real reason why the home office makes such and such a move. No one at the home office bothers to explain the move—and why.

"You know, it seldom matters whether a legitimate gripe really exists or not. If one party *thinks* there is a gripe, then you have a public relations problem.

"My personal opinion is much of the alleged friction today between field

and home office is the result of faulty communications. And communications, ladies and gentlemen, is your specialty.

"You can and should be one of the chief creators of attitudes within your company. More than anyone else, you are the person who can do something to improve communications—and thereby understanding—between your own home office and field. You can see that company actions and philosophies are explained to the field with clarity and charity—and at the proper time.

"Now this sort of job calls for tact. You probably can't move right into the province of the actuary, or the lawyer, or even the agency officer. But whatever you can do—and do well—will repay you and your company a thousand times over! You tell me that 'public relations begins at home!' If this is true, here's an excellent place for you to start!

"How to reach the agency audience? Each of you can suggest a multitude of specifics that would never occur to me. My aim has simply been to try to focus your attention on this audi-

ence and to suggest the obvious: The better you appreciate the agent and his problems, the better service you will be able to provide to help him solve those problems!

"As you begin to reach your agency audience, as you convince field men that they are on your team and you are on theirs, you'll find it easier and easier to accomplish all the things you set out to do.

"At the same time, you'll be attacking the No. 1 problem of our business—distribution. You'll be seizing the opportunities that fairly cry out for your special creative abilities, and as you do, you'll make it possible for life insurance to serve more adequately the personal security needs of all our people."

Gregg Makes Suggestions

President Davis W. Gregg of American College made these specific suggestions in his talk:

"1. Continue the remarkably fine job you are doing in educating the public through the dissemination of

(CONTINUED ON NEXT PAGE)

Who pays the bills in your house?

That's the title of State Mutual's new illustrated question and answer booklet on Non-Can Sickness and Accident coverages—a 24-page booklet written to help people better understand the tremendous importance of income replacement insurance. In it we tell a powerful and appealing sales story in language the prospect can readily grasp. We believe that the more thoroughly a person is informed of the benefits available from liberal, high-quality Sickness and Accident insurance, the easier he is to sell.

And what does this mean to the agent's pocketbook? It means that more than \$20,000 may be earned in 10 years if he sells just one typical S & A policy per month!

Copies of "Who Pays the Bills in Your House?" are available to you without cost. For your copy—and for the full State Mutual S & A story—call or see your nearest State Mutual agency or write our Home Office in Worcester, Mass.



MANAGEMENT CONSULTANTS

O'TOOLE ASSOCIATES

Management Consultants
To Insurance Companies

Established 1945

220-02 Hempstead Avenue
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LIFE—FIRE—CASUALTY

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CONSULTANTS

IN MARKETING AND FOR THE

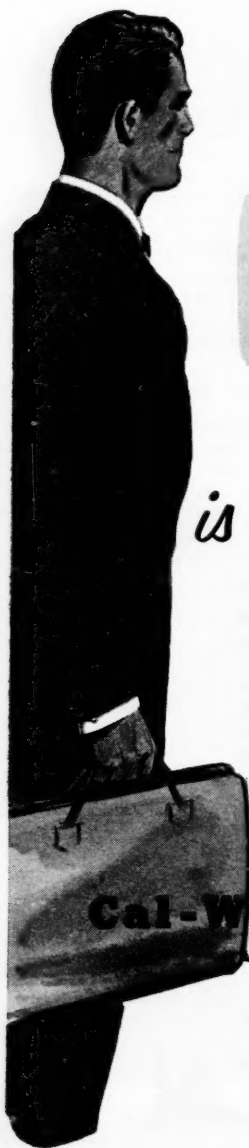
MANAGEMENT INSURANCE BUSINESS

FRANK LANG & ASSOCIATES

ONE NORTH LASALLE ST.
CHICAGO 2, ILLINOIS

521 FIFTH AVENUE
NEW YORK 17, N. Y.

STATE MUTUAL LIFE
ASSURANCE COMPANY OF AMERICA
Home Office, Worcester, Massachusetts



Their Future is His Career!

When an agent sells a life insurance policy, he assumes a moral obligation which may continue, and usually does, for years. The obligation is this — a periodic review of the policyowner's needs in light of family changes and economic fluctuations. At Cal-Western, all training and all indoctrination procedures emphasize and re-emphasize this continuing responsibility. It reflects in still another way, the "career attitude" of our representatives and our company.

THE Cal-Western Life Agent

... trusted advisor!
... partner in plans
for tomorrow!

CALIFORNIA-WESTERN STATES LIFE INSURANCE COMPANY
Home Office: Sacramento



Nation-Wide Personal Service for Life Insurance Representatives

Loans are available for you on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from the outstanding organization specializing in direct loans to life insurance underwriters.

Life Underwriters Service Corporation

Mail this
Coupon
today

Life Underwriters Service Corp.
Security Bldg., Denver 2, Colo.

I am interested in your service. Please send further information, at no obligation to me.

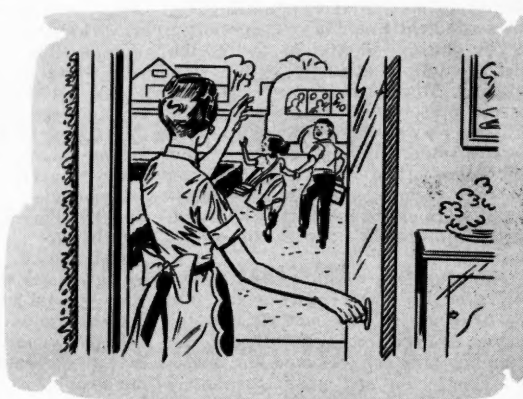
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☐ Gen. Agt.

Name _____

Address _____

City _____

State _____



(CONTINUED FROM PRECEDING PAGE)
understandable information about life insurance. Stay away from life insurance 'gobbledygook' which so mystifies the 106 million policyholders in our nation.

"2. Keep your eyes peeled and your minds open at all times for opportunities to learn more about public education programs such as that in family financial security. When you have the opportunity to promote or publicize these programs in any way, give them your biggest headlines.

"3. Learn all you can about educational programs for underwriters and managers; then teach your company's representatives what education can mean to their personal growth and development. Promote CLU as if the very future of your company depended upon your field representatives meeting these standards. It may. Promote LUTC and other programs of institutional and company training with all your might. Use such channels of promotion as your company magazine, trade press advertising, company brochures and leaflets. Yes, why not include in your fine LAA Sales Promotion in Action series a "sales promotion case history" relating to CLU?

"4. Perhaps you will consider having one of your present committees or a new committee study your association's relations with organizations doing life insurance educational work and make definite recommendations as to how color and drama can be added to the educational picture.

"Education needs your imagination, your creative genius and your resourcefulness. You, your companies and your industry need the fruits of education. If you can help assure an even faster growth of life insurance education in future years, then, inevitably, life insurance will grow faster."

Hold A&S Seminar

The day before the regular meeting there was an A&S seminar sponsored by the executive committee of LAA. The chairman of the educational committee was Warren F. Reuber, Connecticut Mutual; chairman of the seminar, Norman L. Klages, Lincoln National. The speakers and their subjects were: Charles N. Walker, "What Advertising People Should Know About A&S;" John T. Coggins, Life Underwriters Training Council, "The Market for A&S;" Rex H. Anderson, Life of North America, "Stimulating Life Salesmen to Sell A&S;" John A. Buckley Jr., Guardian Life, "Promoting A&S, Through the Pictured Word;" John Hanna, Health Insurance Assn., "How to Meet A&S Advertising Standards."

H. Dixon Trueblood, vice-president of Occidental Life of California, was chairman of a session on effective use of the printed word. There was an address on "The Challenge of Printing Today" by William H. Walling, chairman of the executive committee

of Publishers Printing-Rogers Kellogg Corp. of New York City, a past president of Printing Industry of America and New York Employing Printers Assn.

There followed a panel on "Effective Communications Today Through the Printed Word," with George Pease, Equitable of Iowa, discussing company publications; D'Arcy Dolan, Imperial of Canada, sales promotion, and George Kelley, New York Life, direct mail.

That afternoon there was a panel on looking ahead in public relations, panelists being John L. Briggs, Southland Life; William W. Cary, Northwestern Mutual, and Donald E. Lynch, Mutual Benefit Life.

At this session, F. L. Cooper, New York Life, announced the award winners, which are listed elsewhere in this issue.

Attend Theatre

In the evening there was the president's reception, following which the group was the guests of the life companies of the Philadelphia area at dinner and a "theatre-in-the-round" performance at Valley Forge of the musical, *Plain and Fancy*.

The third day there was a panel moderated by Russell V. Vernet, Mutual of New York, at which experts from the newspaper, TV, radio, and magazine businesses discussed their respective advertising media.

The morning concluded with a talk by Robert Dechert, former vice-president and counsel of Penn Mutual, and now general counsel of the Defense Department. In the evening there were room-hopping sessions conducted by Colin Simkin, Travelers; Robert D. Bischoff, State Farm Life, and E. S. Wescott, Bankers of Nebraska.

Tells Financial Story

The final morning there was a talk by Vice-president Stanley M. Richman of General American Life on the financial story of life insurance—how to use the financial information about a company in its advertising. In addition to that, Mr. Richman said:

"Our story must therefore include the treatment of every aspect of our operations that can contribute to the fuller and deeper understanding of our business. It must include an accurate interpretation of the vital role of those who represent us in the field, and thus lead to an increased appreciation of the service that the agent brings to his fellow man through the instrument of life insurance. His qualifications, his motivations, his performance, are interesting and pertinent to the people whom he serves.

"The story must also reflect the real nature and purpose of the functions performed in the home office, told in terms of the people who perform the functions and the philosophy that guides them."

John Moyler Jr., Life of Virginia, spoke on "A Brief Look Back to Rob-

General
Agency
Openings in
FLORIDA
COLORADO
ILLINOIS
INDIANA

OUR expansion program offers an **Unusual Opportunity** to represent a strong mid-west Company writing a complete line of Life, Accident, Health and Hospitalization.

Outstanding Juvenile Contract

Write in confidence to
WM. J. ALEXANDER, President

GLOBE LIFE INSURANCE COMPANY

159 N. DEARBORN STREET

CHICAGO 1, ILLINOIS

ert Morris, Financier."

"An Investment in Our Own Organization" was the subject of a panel the final day. On it, from the LAA educational committee, were W. F. Reuber, Connecticut Mutual, Irene F. Morgan, National of Vermont, and H. J. Kramer, Travelers, and these three graduates of LAA workshops: Alice M. Lowndes, Provident Mutual, J. R. Nolley Jr., Life of Virginia, and C. Sewell Weech Jr., Baltimore Life.

Robert A. Adams, Provident Mutual Life, was general chairman of the annual meeting.

The luncheon address of President James F. Oates Jr. of Equitable Society was reported in last week's issue.

LAA Issues Book On Reaching Public Via Mass Media

One of the highlights of the annual convention of Life Insurance Advertisers Assn. in Philadelphia was the unveiling of a new book on *The Techniques of Reaching the Public Through Mass Media*, published by the advertising research committee.

Colin Simkin, assistant manager of the public advertising department of Travelers, who has served the LAA this past year as chairman of the advertising research committee, has been in charge of editing and publishing the book and wrote the foreword.

The book was distributed to members at the convention and will be mailed to members not present.

Contributors to the book and their chapter topics are as follows: "The Decision to go into Mass Media," C. Russell Noyes, Phoenix Mutual Life; "Determining the Budget," Edwin P. Leader, Bankers Life of Iowa; "Selecting an Advertising Agency," David W. Tibbott, New England Mutual Life; "Choosing the Copy Theme," Walter M. Harrison Jr., Travelers; "Measuring the Results," A. H. Thiemann, New York Life; "Valuable By-Products," Jack R. Morris, Republic National Life; "Trade Magazine Advertising," Donald E. Lynch, Mutual Benefit Life, and "Advertising at the Local Level," R. B. Taylor, Jefferson Standard Life.

Flint (Mich.) Agents Elect L. A. McKinnon

Tri-Insurance Group of Flint, Mich., has elected Leonard A. McKinnon, McKinnon & Mooney general agency, president to succeed Prescott G. Averill, Prudential. Also elected were: John T. Buchanan vice-president, and James D. Smith and Robert W. Lambert, board members. The group is composed of representatives of Flint Assn. of Fire & Casualty Agents, Flint Assn. of A&H Underwriters and Flint Life Underwriters Assn.

Protective Security Cites Errors In Items On Recent Annual Meeting

Protective Security Life of Los Angeles has called attention to certain inaccuracies in an advance story in the Aug. 9 issue on its stockholders meeting and in a report on the stockholders meeting printed in the Aug. 30 issue of THE NATIONAL UNDERWRITER. President Arthur Lewis of Protective Security states:

• Only two former executives voiced objection to the management at the stockholders meeting, not six, as stated in the Aug. 30 article.

• The statement that the "committee opposed . . . the proposal of a 5-year contract of employment for Mr. Lewis" is ambiguous and could be taken to mean that the opposition took

place at the meeting. But before the meeting the matter of the contract was stricken from the agenda at Mr. Lewis' request and was not considered.

James C. Hayes of Long Beach, whom the committee wished to elect as president to succeed Mr. Lewis, is an insurance agent, not an attorney, as stated in both articles.

• The 6-month loss figure of \$97,000 as quoted from the committee's letter in both articles fails to take into account the fact that about \$44,000 of that amount was for organizational expenses, most of which are non-recurring.

• The statement was quoted from

the committee letter that the proposed employment contract would have granted Mr. Lewis "full and exclusive authority over this company." The proposed contract did not grant such authority to Mr. Lewis. On the contrary, it provided specifically that Mr. Lewis was employed in an executive capacity and was to perform such duties as the board of directors should from time to time determine.

Henry Gold, Beverly Hills, Cal., has won the August "man of the month" honors of Midland Mutual Life, the second time that he has qualified for this designation.

Woods Elected To Helm Of St. Louis GA Assn.

St. Louis General Agents & Managers Assn. has elected Leonard R. Woods, Massachusetts Mutual Life, president for the following year at their annual meeting at Glen Echo country club. Other new officers are Robert E. Davis, Equitable Life of Iowa, vice-president, and Gregory L. O'Shea, North American Life, secretary-treasurer.

Newly elected directors are H. J. Simpson, Equitable Society, and Donald L. Wulz, New York Life.

How Pacific Mutual offers more to the Life Underwriter

...with the new, easy-to-sell
Guaranteed Renewable
income protection



Here is one of the most saleable package plans on the market today! A real money-maker... "Guaranteed Renewable Income Protection" is an "All-in-one" package with these outstanding features...

- Accident, Sickness and Hospitalization protection sold in conjunction with life insurance
- Up to 365 days "income" elimination period* (begins where Group or Salary Continuation plans leave off)
- Accident and Sickness benefits to age 65 for executives, proprietors and professional men
- Guaranteed Renewable to age 65 with rights reserved to change renewal premiums by class (the policyowner really owns this plan)

Here is tomorrow's protection plan today!

*180 days in California and New Jersey

...a Company that looks to the future!



Pacific Mutual
Life Insurance Company
HOME OFFICE: Los Angeles, California

The NATIONAL UNDERWRITER



The National
Weekly Newspaper of
Life Insurance

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17 John St., New York 38, N. Y.
Tel. BEekman 3-3958

Executive Editor: Robert B. Mitchell
Assistant Editors: John B. Lawrence Jr.
and Robert Young Jr.

CHICAGO EDITORIAL OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Tel. WAbash 2-2704

Associate Editor: John C. Burridge.
Assistant Editors: Richard J. Donahue,
Richard G. Ebel, and Philip F. Van Pelt.
Production Editor: George H. Downs.

ADVERTISING OFFICE

175 W. Jackson Blvd., Chicago 4, Ill.
Telephone Wabash 2-2704
Advertising Manager: Raymond J. O'Brien.

SUBSCRIPTION OFFICE

420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140

OFFICERS

Howard J. Burridge, President.
Louis H. Martin, Vice-President.
John Z. Herschede, Secretary-Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

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Murray 8-1634. Fred Baker, Southeastern
Manager.

BOSTON 10, MASS.—80 Federal St., Rm.
325, Tel. Liberty 2-9229. Roy H. Lang, New
England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd.,
Tel. Wabash 2-2704. O. E. Schwartz and
A. J. Wheeler, Chicago Managers. R. J.
Wiegand and William D. O'Connell, Resi-
dent Managers.

CINCINNATI 2, OHIO—420 E. Fourth
Street, Tel. Parkway 1-2140. Chas. P. Woods,
Sales Director; George C. Roeding, Associ-
ate Manager; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insur-
ance Bldg., Tel. Riverside 7-1127. Alfred E.
Cadis, Southwestern Manager.

DENVER 2, COLO.—234 Commonwealth
Building, Tel. Amherst 6-2725. Fred L.
White, Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Ex-
change Bldg., Tel. Atlantic 2-5966. D. J.
Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg.,
Tel. Clifford 3-2276. William J. Gessing,
Manager for Indiana and Michigan.

INDIANAPOLIS 20, IND.—5634 N. Rural St.,
Tel. Clifford 3-2276. William J. Gessing,
Manager for Indiana and Michigan.

MINNEAPOLIS 2, MINN.—1038 North-west-
ern Bank Bldg., Tel. Federal 2-3417. Howard
J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—17 John Street,
Room 1401, Tel. BEekman 3-3958. J. T. Curtin
and Clarence W. Hammel, New York Man-
agers.

NEWARK 2, N. J.—10 Commerce Ct., Tel.
Market 3-7019. John F. McCormick, Resi-
dent Manager.

PHILADELPHIA 9, PA.—123 S. Broad St.,
Room 1027, Tel. Pennypacker 5-3706. Robert
I. Zoll, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel.
Chestnut 1-1634. Geo. E. Wohlgemuth, Resi-
dent Manager.

SAN FRANCISCO 4, CAL.—582 Market
St., Tel. EXbrook 2-3054. Richard G. Ham-
ilton, Pacific Coast Manager.

CHANGE OF ADDRESS

Be certain to enclose mailing label with
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tion of the change. Send to subscription of-
fice, 420 E. Fourth St., Cincinnati 2, Ohio.

EDITORIAL COMMENT

The Grim Truth About Ralph Hendershot

You understand, we really like good old Ralph Hendershot in spite of all those nasty things he says about the life insurance business in his new book, *The Grim Truth About Life Insurance*. For years we liked to see his shrewdly benevolent puss peering out at us from his column on the financial page. He looked as if he knew precisely what every stock on the Big Board was going to do the next day. And he could have gone on TV any time as one of those veteran editors who are the repositories of all the homely wisdom that TV and the movies endow veteran newspaper editors with.

It's pretty discouraging to learn that such a fellow has written a book like *The Grim Truth About Life Insurance*. Sort of like when you find your favorite TV star making her bow in a new show—as many are doing this season—and you writhe with sympathy as you watch her mouthing lines and songs that no one with an ounce of humanity would foist on his worst enemy.

In fact, the Hendershot book, to anyone familiar with the author's commentaries when he was financial editor of the *New York World-Telegram & Sun* would very likely raise the question: Did Mr. Hendershot have much more to do with writing the book than a TV star has with the words that are put in his or her mouth?

It is hard to believe that the Hendershot of the thoughtful, contemplative style characteristic of his newspaper writing could be the same man who has written the ill-tempered, amateurishly jazzy and hoked-up diatribe. It is as if the author had been bottling up for years all the lurid adjectives that the newspaper copy-desk trained him not to use and now he's cutting loose with all of them, in one grand adjective spree. All the purple prose that Hendershot the cub reporter would have been skinned alive for flares up here like an old infection that had been thought cured. For example, he refers to life insurance as "this pumped-up paragon of prudence and protection." If your teen-age youngster wrote something like that for his high-school paper the editor would inform him that that style of writing went out of fashion in the Late Stone Age.

Mr. Hendershot refers to the actuaries as "these beady-eyed operators of slide rules." We know a lot of actuaries—more, we'll bet, than Mr. Hendershot does—but we don't recall seeing even one whose eyes were characterized by beadiness. The beady eye, moreover, is not confined to actuaries. There is a reference to "a hot-shot salesman with his beady eye avidly focused on a fat commission." Wonder what sort of eye is used for focusing avidly on a fat royalty check. Surely not the kindly eye that used to gaze on us from the Hendershot financial column.

As we said, we like good old Ralph Hendershot. But if he can impugn the motives of life insurance men in the home office and field so irresponsibly,

we're at least entitled to do a little responsible impugning of his motives.

In the guise of guiding the reader, Mr. Hendershot gives a corned-up but persistent pitch for the old buy-term-and-invest-the-difference idea. Could there be any tie-in with this and the fact that Mr. Hendershot is connected with an operation called "Stock of the Month," which advises people on what stocks look like good buys? Or the fact that he is connected with a mutual-fund type of organization? Wouldn't a book that tries to tout people off the investment value of life insurance help to create an atmosphere in which stocks and mutual-fund shares could be more readily sold?

Here's what Mr. Hendershot says about buying term and investing the difference:

"Suppose you planned to budget 6% of your income for life insurance. That's the figure recommended by the Institute of Life Insurance. On that basis, we urge you to break up that 6%. Put 3% in term insurance (protection) and the other 3% each year in the stock of some good insurance company. If you want dividends from life insurance, get 'em where they grow the best—in well-managed stock

companies. If you want greater diversification for the investment half of that 6%, then put (3%) into good investment company shares each year. In either case, you'll be amazed to see how much more in assets (whether you live or die) you will amass by this split program than by lodging the whole 6% in an entrapped and unrewarding life contract with an alleged investment factor appended."

Elsewhere in this issue is an article based on a memorandum put out by Institute of Life Insurance. It takes specific errors and distortions found in the book and answers them, so we've not done that in this editorial comment, because the institute memorandum is long enough and documented enough to set the record straight for all those who want facts and not the delightful titillation of seeming to be allowed a peek behind the scenes.

As usual with such books, probably the biggest buyers of the Hendershot book will be life insurance people themselves. It's a pity this should be so, but probably it's a good thing to know what's being said about your business even if the criticisms are unjust. The cost is only \$1.95 and unlike most books damning the life insurance business this one is worth the price, just for laughs. Its distortions are so ludicrously overdrawn and its indignation is so apoplectic that it seems comical even though the author would have us believe he was writing seriously.—R.B.M.

The Anti-Inflation Ads Need Your Help

It was to be expected that Institute of Life Insurance would reopen its cooperative advertising campaign next month with a continuation of its anti-inflation campaign. But it is reassuring to see how the excellent campaign that has already been run is being further intensified by harder-hitting copy and expanded by advertisements in more newspapers.

It might seem as if being against inflation would be about like being against sin—who would argue in favor of it? Strangely enough, though, there are those who, while deploring inflation, protest loudly at doing any of the things that might conceivably be effective in slowing down the inflationary spiral. In particular, these people fear that any restraint on spending will cause serious Deflation. They apparently conceive of the economy as being so precariously balanced that any check whatever on the present headlong rate of spending would yank the rug from under commerce and industry. They seem to be saying that we are in the position of a man who has started to fall and can only keep from going flat on his face by continuing to run at full tilt. Any slackening in his pace would be disastrous.

If this is true, than the economy is in far worse shape than has generally been realized. But we don't believe it is true. Statistics can be brought forward to show that the least little drop in consumer spending will operate like a chain reaction all the way back to the farms and mines. But we question the accuracy of such figures, just as we are always dubious about those alarming figures that prove that a modest reduction in the

cat population would have us overwhelmed up to here with rats and down to here with birds.

But assuming for the moment that it is true that the economy would be set back to some extent by an increase in saving and by more intelligent spending, doesn't it seem wiser to accept such a trifling recession now than to build up to a big one later on when it became impossible to continue the present fantastic rate of spending?

We hope that Institute of Life Insurance will be highly successful in enlisting the enthusiastic cooperation of the field forces of life insurance. The institute is already starting to do this, with a kit that includes not only convincing written material but also a 33 RPM phonograph record telling about the urgent need for working to halt inflation.

Such cooperation would be the most effective answer to the fact that even with a good-sized advertising fund the life companies' cooperative campaign is necessarily dwarfed by the \$10 billion annual advertising outlay that is screaming "SPEND!" so loudly that counsels of saving and good sense in spending have a hard time getting a hearing. True, life insurance men have enough on their minds without actively crusading against inflation. Yet they have a vital personal interest in it. If the public should lose faith in the dollar, what argument could be made for buying permanent life insurance?

The agent has just as much interest in the drive against inflation as an automobile salesman would have in combatting some vast, vicious force at work to destroy the nation's highways.

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The automobile man would certainly get pretty excited if destroyed and damaged roads started causing people to ask themselves, "What's the sense of buying a new automobile? Where would I run it?"

For the short run, the life agent can recommend the sale of additional life insurance to offset the shrinkage in the dollar's value that is to be expected if creeping inflation keeps on in its insidious way. But that doesn't eliminate the danger that creeping inflation may decide to get up and run. It could happen. And then who would buy anything but the cheapest kind of term insurance?—R.B.M.

PERSONALS

Richard M. Alt, director of research of New England Life, addressed President Eisenhower's conference on technical and distribution research in Washington on "Sources of Research and Development Assistance for Small Business."

Milford A. Vieser, financial vice-president of Mutual Benefit Life, has been appointed by the State Department as the U.S. delegate to the conference of the economic commission for Europe, to be held in Geneva, Switzerland, Nov. 20-22. He will deliver a speech on housing in America and in the western world, with particular reference to the financing of housing and building programs.

STOCKS

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago Oct. 1, 1957

	Bid	Asked
Aetna Life	195	200
Beneficial Standard	16	17
Business Men's Assurance	67	69
Cal.-Western States	86	88
Columbian National	76	80
Commonwealth Life	21½	22½
Connecticut General	270	275
Continental Assurance	105	110
Franklin Life	65½	67
Great Southern Life	75	Bid
Gulf Life	24½	25½
Jefferson Standard	83½	85½
Kansas City Life	1175	1200
Life & Casualty	19¾	20¾
Life Insurance Investors	14¾	16¾
Life of Virginia	105	110
Lincoln National	199	202
National L. & A.	99	101
North American, Ill.	19	20
N. W. National Life	82	85
Ohio State Life	300	320
Old Line Life	50	54
Republic Natl. Life	37½	39
Southland Life	80	85
Southwestern Life	102	108
Travelers	78¾	79¾
United, Ill.	21¼	22¼
U. S. Life	29¾	30¾
West Coast Life	44	46
Wisconsin National	67	71

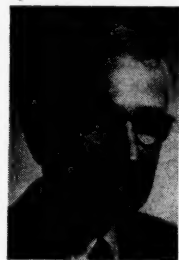
Underwriters Handbook Of Florida Published

A new Underwriters Handbook of Florida has just been published by The National Underwriter Co. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout the state. Copies of the Florida Handbook may be obtained from The National Underwriter Co., at 420 East Fourth street, Cincinnati 2, Ohio. Price \$12.50 each.

DEATHS

Dr. H. W. Dingman, Author, Pioneer In Underwriting, Dies

Dr. Harry W. Dingman, 73, vice-president of underwriting of Continental Assurance and a pioneer in life insurance risk selection, died of a heart attack at his desk. He was also a member of the board and the executive committee of Continental Assurance.



H. W. Dingman

Dr. Dingman, who was widely known for encouraging the reappraisal of the selectability of risks as their insurability improved, set the pace, through his activities and his books, for many of the underwriting practices used today. He had written three books on the subject—*Insurability*, *Selection of Risks*, and *Risk Appraisal* (which has been published in two editions)—and was working on three more at the time of his death. A series of pithy excerpts of *Risk Appraisal* was written by Dr. Dingman for THE NATIONAL UNDERWRITER and appeared a few years ago.

A graduate of the University of Toronto, he practiced medicine in Grand Rapids prior to World War I. During and after the war, he was a member of a field hospital unit of the "Lost Battalion" in Siberia. In 1921, he joined Continental Assurance as medical director and later was appointed vice-president. His interest and appreciation of agents' problems gained for him the respect of all Continental agents, and this was manifested in his being made an honorary member of the company's General Agents & Managers Assn. in 1956—the only company man ever singled out for this honor.

Dr. Dingman's association activities were numerous. He had been a chairman of the medical section of American Life Convention as well as a member of Medical Directors Assn. and the executive committee of Medical Information Bureau. Much of his time was also devoted to charities and activities outside of insurance. He headed the insurance division of a number of campaigns and was citywide chairman of a drive to acquaint Chicago with vaccine for tuberculosis.

A world traveler, Dr. Dingman's extensive journeys made him a familiar figure to insurance men throughout the world, since he made a practice of visiting people in the industry in many of the places he toured. He had just completed a round-the-world sojourn last winter.

THOMAS F. GURRAN, 70, retired manager of Metropolitan Life at Ossining, N. Y., died of a heart attack in a North Tarrytown, N. Y., hospital.

DR. EDGAR W. BECKWITH, 69, medical director of Equitable Society from 1947 until he retired in 1953, died of a cerebral hemorrhage in his home at Lake George, N. Y., after a long illness. He joined Equitable's medical department in 1916. He was consulting medical director of North American Re for 30 years.

DON'T READ THIS

IF YOU'RE SATISFIED AND HAVE UNLIMITED OPPORTUNITY

If you do need room to grow and feel you would like a ground floor opportunity with a progressive, expanding medium size company, let us tell you our story.

- Choice general agency opportunities in *"The Provident States"
- Top contracts
- Liberal financing plans
- Vested renewals
- Complete portfolio . . . life, A&H, annuities, pension trust
- Highly competitive rate book . . . many "specials"
- Retirement plan, group life, hospitalization
- Personalized service
- Excellent home office cooperation
- The right spot for you

Write in strict confidence to Joseph Dickman, Agency Vice President



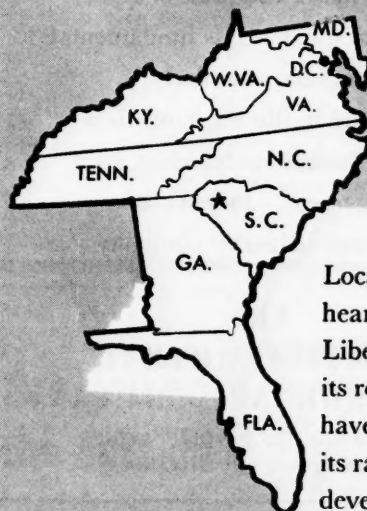
The PROVIDENT

Life Insurance Company

Home Office: Bismarck, North Dakota

*"The Provident States"

Minnesota, North Dakota, South Dakota, Montana, Wyoming, Idaho, Washington, Oregon, California, New Mexico



Located in the very heart of the Southeast, Liberty Life is proud of its region . . . proud to have contributed to its rapid and sound development . . . proud to be a part of it!



LIBERTY LIFE

INSURANCE COMPANY

Home Office: Greenville, South Carolina

FINANCIAL FREEDOM FOR THE FAMILY

HOME OFFICE CHANGES

New York Life

New York Life has promoted **George J. Marsh** to 2nd vice-president in the agency department; **Orson H. Hart** and **Richard G. Woodbridge** to 2nd vice-presidents in the investment department; **Frederick G. Duncan** to assistant vice-president in the treasury department; **Thomas Irvine** to associate actuary in the group department; **George N. Kaufman** to executive assistant in the office of Charles W. V. Meares, vice-president in charge of



G. J. Marsh

personnel; **George H. Kelley** to director of sales publications in the agency department, and **James W. Chapman** to manager of group claims in the group department. Mr. Marsh, assistant vice-president in the agency department since 1954, joined New York Life at San Francisco in 1931 and became director of sales methods research and field training in 1946. He will continue to head the agency research office. Mr. Hart, who joined the investment department last October as director of economic studies, will continue to specialize in economic studies and research for the investment department. Mr. Woodbridge was a senior industrial specialist before becoming an executive assistant in the investment department in 1954. Mr. Duncan, who has been active in establishing New York Life's check-o-matic program, was manager of the bank division in the

treasury department before becoming assistant treasurer in 1952. Mr. Irvine joined the company as executive assistant in the agency department in 1933 and was transferred to the group department in 1944. He is a fellow of Society of Actuaries. Mr. Kaufman, administrative assistant in Mr. Meares' office since 1952, is developing a methods improvement training course which is being offered in the group department. Mr. Kelley, manager of the sales publications since 1953, previously was supervisor and later editor of sales publications. He is a CLU. Mr. Chapman was claims supervisor in the group department before becoming assistant manager in 1953. He formerly was with Zurich.

In the office of the general counsel, **Frank A. Byrnes** and **Harry J. McCallion** have been promoted to associate general counsel; **Edward Everett** and **John F. Gleason** to assistant general counsel; **Edwin M. Jones** and **James V. Phelan** to counsel; **Joseph G. Clarke**, **Francis C. Musselman**, **Frederick A. Ross** and **Harry E. Wier** to assistant counsel. Mr. Byrnes, with New York Life since 1934, has been assistant general counsel since 1954, specializing in legal aspects of investments. Mr. McCallion, who joined the office of the general counsel in 1947, also was appointed assistant general counsel in 1954. He has specialized in legal matters pertaining to insurance agency affairs. Mr. Everett has been counsel since 1951. Before joining the company, he served with Securities Exchange Commission, U.S. Housing Authority and U.S. Maritime Commission. Mr. Gleason, who joined New York Life as a tax attorney, was promoted to assistant counsel in 1954 and counsel in 1955. He previously was with Federal Bureau of Investigation. Mr. Jones has been an assistant counsel specializing in taxes. Mr. Phelan worked in selection and rating, policy loans and program agreement before joining the office of the general counsel in 1947. He was appointed assistant counsel in 1954. Mr. Clarke joined the office of the general counsel in 1929 and Mr. Musselman joined the office in 1926. Mr. Ross has been an attorney with the company since 1949. Mr. Wier has been in the office of the general counsel since he joined the company in 1934.

American United Life

Warren D. Couger has been appointed director of group mortgage insurance of American United Life. A lawyer, Mr. Couger has been executive secretary of regional committee VIII, voluntary home mortgage credit program, for the past two years.

Prudential

William D. Halverstadt has been appointed district group pension manager of the Minneapolis regional home office of Prudential.

PROGRESSIVE LIFE OF ATLANTA—**John A. Copeland Jr.**, vice-president of Coastal States Life of Atlanta since 1954, has been elected president and **Robert A. Craighead** has been elected chairman.

Pacific Mutual Life

The board of Pacific Mutual Life has elected **Richard D. Dotts**, formerly assistant vice-president and manager of the planning and coordinating department, as treasurer. He will also head a new policyowners service department. Mr. Dotts has been with the company since 1939, becoming manager of planning and coordinating and assistant vice-president in 1954. He



Richard D. Dotts

is one of those primarily responsible for installing the Univac electronic data processing system at Pacific Mutual.

Aetna Life

Henry J. MacKenzie has been appointed assistant secretary in Aetna's underwriting department. He has been chief underwriter in the life underwriting department and is a specialist in the aviation and pension trust fields.

Mutual Of New York

An agency office training unit has been established in Mutual of New York's sales department. It will accelerate the training of agency cashier trainees, set up office operations in new agencies and improve existing procedures. The agency unit is headed by **L. T. Noel**, director of agency administration in the sales department. **Richard L. Bushey**, former cashier at Philadelphia, has been appointed agency assistant and will have immediate supervision of the unit. His staff assistants, who will conduct on-the-job training programs in agencies, are **Sam C. Jones**, former cashier at Columbia, S.C.; **William G. Taylor**, former cashier in Hempstead, N.Y.; **Frank Lieto** and **Earl Lorenz**, who have been in the policy payment division at the home office.

Charles M. Banks, regional manager of the Veterans Administration at New Orleans since 1954; **Howard A. Ives**, district group manager of New York Life in Portland, Ore., and **Alvah C. Meeker**, who was with Kemper-Thomson Co., New York City advertising specialty firm, have joined the sales department for special managerial training.

MICHIGAN LIFE—**Herbert A. Bell**, former vice-president and director of agencies of Investors National Life, has been named agency director.

Farr Of Capital Life Joins Actuarial Group At Denver

L. W. Farr, a director and head actuary of Capitol Life of Denver, has joined the Denver branch of Coates, Herfurth & England, consulting actuaries. Mr. Farr was with Capitol Life for 32 years.

B.M.A. Slates ALC Breakfast

Business Men's Assurance will hold its traditional "Tom Grant Breakfast" on Oct. 11 during the American Life Convention annual meeting at Chicago. The event, started 22 years ago by **W. T. Grant**, founder of B.M.A., honors the newly elected president of National Assn. of Life Underwriters. Participating in the breakfast will be representatives of the companies primarily from the midwest and west.

Equitable, Ia., Hikes Discount

Equitable Life of Iowa has increased from 2½ to 3% the discount rate for premiums paid in advance. A maximum of 20 annual premiums in advance on any policy, and no more than \$50,000 on any one life, will be accepted.

FIDELITY

A WELL-BALANCED COMPANY

balance ...
essential to flight

In man's conquest of
the skies, balance is fundamental
to progress. Similarly
essential in life insurance is a
balance of tradition, product and
management. Fidelity is
a well-balanced company.



The
**FIDELITY MUTUAL
LIFE INSURANCE COMPANY**

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA, PENNSYLVANIA



When you need a "different" pitch — try Postal!

When you need a little extra on the ball, something that is distinctly different, something that strikes out your competition — call Postal!

Our Ordinary and Group plans are flexible, can be issued to meet those "different" cases that require special handling, often liberal underwriting.

Our contracts for Brokers are unusually liberal — no minimums, no penalties. Your renewals are fully vested. You can qualify for our free Group insurance and continuous service fees! Single case contracts, too!

Contact one of our General Agents today!

Postal Life of New York

GEORGE KOLODNY, President • 511 FIFTH AVE., N. Y. 17, N. Y.

General Agency opportunities available!

Institute Refutes Book Smearing Life Business

(CONTINUED FROM PAGE 1)

lated. Each company figures its premium rate on the basis of its own current mortality experience together with projection of trends from this base. The rate on non-participating insurance necessarily has to be figured more closely than on participating insurance since the dividends on the latter provide a means of adjusting annually to actual experience.

2. Statement: "The 1941 Standard Table included all men age 35, whereas you very well know that insurance companies take only the healthiest ones." **Fact:** The mortality table was based on the actual experience among life insurance policyholders, not on all men.

3. Statement: "So rack up the first indictment, a basic mortality rate slanted toward the company cash register." **Fact:** The mortality rate is not slanted. It is an exact tally of mortality at a stated time among a stated group.

Companies Earn 1%

4. Statement: "Assuming the 1955 rate of actual earnings, 3.51%, the companies which use 2½% in calculating reserves are picking up net earnings of 1% on each and every dollar entrusted to them." **Fact:** The 2½% rate used in calculating reserves is not used in the computation of premium rates or dividends. As in the case of the mortality factor, each company uses its current earning rate and its estimated future earnings in considering premium rates and dividends are based on actual earnings. Incidentally, the after-tax rate in 1955 was 3.23%, not 3.51%, and only the earnings after taxes are available for company use.

5. Statement: "Life insurance has deliberately been made complicated, confusing and unintelligible, so that you...keep paying blindly, faithfully and uncomplainingly whatever excessive premiums you may have signed up for." **Fact:** To the layman, life insurance necessarily appears complicated since it is based on actuarial procedures and every policy is a contract expressed in legal phraseology. Not many of us are lawyers and still fewer actuaries. All policy contracts must be drawn up in precise legal language that will bind all parties to the original contract, even though at the time it is taken up for settlement, all of these parties may be dead. This is in the interests of the policyholder and the beneficiary.

6. Statement: "Take a particular point later on, selected entirely at random, say age 55, and perceive how miserably your money has worked for you...you have paid in \$4,260...and have a cash value of \$3,460." **Fact:** The author ignores the life insurance protection which the policyholder enjoyed for the 20 years and which, on the term basis he recommends, would have required somewhat over \$2,000 in these years. This insurance plus the cash value represents \$5,460 or \$1,200 more than was paid in.

7. Statement: "It looks great, doesn't it? But take a second look. If that \$3,460 sitting there in cash is really yours, you should be able to get your hands on it and still be insured for \$10,000...when you borrow this money...your very own hard-saved dough, they charge you interest on it...Did you ever hear of such a slick deal? Paying somebody interest to borrow your own money." **Fact:** The cash value in your policy is yours only if you

give up the policy. In the interim, you have the right to borrow on this cash value, but the money must continue to earn money on behalf of you and the other policyholders. This is an essential part of any life insurance plan, as investment earnings are an integral part of the actuarial structure.

8. Statement: "If you never touch it (cash value) what will happen if you die... It will die with you!... Your cash values are ever hopelessly trapped." **Fact:** The cash values are an incidental part of the whole insurance plan. The death benefit of your policy is for the benefit of someone if you die. If you die, they will receive the full face amount of the policy, not just the cash value.

9. Statement: "When some revered life insurance company runs a sales campaign, you ought to see the lapses a year or two later." **Fact:** There is some evidence of lapses being higher from this source than others. However, many companies that regularly put on sales drives—something all types of business do—have lower lapse rates than many which do not put on such drives.

10. Statement: "One of the most successful and rapidly growing life companies is reported to pay its salesmen 80% of the first year's premium right off the bat. In that company, if a salesman isn't racking up \$1,000 or \$1,500 a month, he doesn't rate." **Fact:** There may be some companies operating under some state laws that pay such commissions, but no company doing business in New York would be permitted by law to pay at such a rate—and the companies over the country which do business in New York represent some 80% of the life insurance business. And to produce \$1,000 to \$1,500 a month in first year commissions would require the selling of nearly or over \$1 million of new life insurance in the year. Only slightly more than 1% of the country's agents sell that much.

Policy Life Only 10 Years?

11. Statement: "The fact...the average policy is terminated within 10 years." **Fact:** Terminations, of course, include death benefits and maturities, including all term policies which have completely served their purposes, as well as lapses and surrenders. The actual policy voluntary termination rate (often called lapse rate) for ordinary insurance is today only about 4% over-all and less than 3% for policies that have been in force two years or more. (Those percentages are smaller than the share of workers who lose their jobs each year, and job loss is a prime cause of lapses.) As a matter of fact, reflecting the large numbers that do remain in force for long periods, over three-fourths of all death claims are under policies over 10 years old. In the case of ordinary insurance (about which the author is talking) 80% of all death claims are under policies 10 years or more old and 55% are under policies 20 or more years old.

12. Statement: "Life insurance is one of the poorest forms of thrift and one of the costliest." **Fact:** Life insurance is the most widely used and closest held form of thrift or savings. It is widely recommended as a first "must" for families by bankers, security dealers and lawyers. The head of the New York Stock Exchange recently recommended that families have life insurance before buying stocks.

13. Statement: "Special surplus (CONTINUED ON NEXT PAGE)"

on our second billion of Group Life in Force

Thanks to the many agents and brokers who have had the confidence in Massachusetts Mutual to recommend its employee security plans to employers across America, our Group Life Insurance volume is already in excess of One Billion Dollars.

Massachusetts Mutual
LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

Are you on
the outside
looking
in?



SANTA BARBARA '57



BANFF & LAKE LOUISE '58



Santa Barbara...Lake Louise

...that's our convention schedule for this year and next. You can open the door to a Pacific National Life general agent career for yourself. When you do, you'll enjoy non-contributory pension plan and be able to offer top commission contracts to your agents. How about it? Why not write to: Kenneth W. Cring, Vice-President and Supt. of Agents. Do it Now! Travel on the winning team.



PACIFIC NATIONAL LIFE
Assurance Co.

Home Office: 411 East South Temple,
Salt Lake City, Utah -- Ray H. Peterson, Pres.
Kenneth W. Cring, Vice-Pres. and Supt. of Agents.

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

EXPERIENCED MEN WANTED for UNLIMITED Life Insurance Sales OPPORTUNITIES as:

1. Salaried Managers
2. Personal producing general Agents
3. General Agents who want their own organization

Where you are interested in full-time or brokerage business, we have opportunities, the Merchandise and Financing Plans for Full-time Men. We are a New England company selling Life, Accident and Health, Family Hospital, Group and Major Medical.

Send complete résumé in confidence to Box #W-98, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

All inquiries will be acknowledged.

AGENCY SUPERVISOR Wanted by TOP LOS ANGELES AGENCY

Excellent opportunity offered to experienced life insurance man desirous of locating in California. Attractive salary and bonus arrangement assures splendid future. Successful applicant's immediate responsibility will be primarily concerned with recruiting and training new full-time agents, but he also will be charged with some responsibility in the supervision of the agency's full-time representatives. Man must be between 28 and 35. Agency represents a highly respected more than century-old mutual life insurance company which is among the leaders in the business. Company is noted for low net cost and offers a wide variety of highly competitive contracts. Please address your reply to the following box number giving full details about yourself. Our agency staff knows of this advertisement. All replies held in strictest confidence. Box #X-1, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARIAL CAREER JOB OPENING—

In new Actuarial Division of 50 year old Life and Accident Health Company. Age and experience open. Prefer man with at least five years experience, who has completed most of his exams, or willing to do so. Job will appeal to man with vision and ability to meet the challenge of an expanding opportunity within company management. Write Box V-75, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Philadelphia agency of a large national insurance company wants supervisor capable of becoming a General Agent in 6 months.

This man must train and recruit men and produce, personally, an average of \$1,000 monthly annualized premiums. Write, stating experience and qualifications. All inquiries confidential. Box #X-4, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

GENERAL AGENT DESIRES CHANGE

B. S. Lehigh 1940; LIAMA graduate. Twelve years insurance background in life and non-life. . . . past 8½ years general agent; age 42. Seeks general agency or home office post with an aggressive, expanding company. Write Box #NY-67, Advertising Dept., The National Underwriter Co., 17 John St., New York 38, New York.

WANTED LIFE GENERAL AGENTS

Excellent openings for experienced life underwriters of proven sales ability. This is a real opportunity for the right man to build his own agency with an established Legal Reserve Company, writing all forms of Life, A&H, and Group business. Top contracts and commissions with vested renewals and exclusive territory. Our own Agents know of this Ad, so write in confidence to agency Director, Box W-96, c/o National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Consulting Actuarial firm of national reputation desires to employ two Actuaries and one Accountant. Good salary and participation. Address Box W-86, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

**FLORIDA
LIFE INSURANCE COMPANIES**
Vice President, Life Co.—experienced, mature administrator Home Office top level. Agency builder, nice personality, planning to relocate in Florida. Seeks challenge with progressive Life Co. where talents will be used effectively. Write Box W-97, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

(CONTINUED FROM PRECEDING PAGE)
funds . . . and unassigned surplus . . . all belonged, in theory, to policyholders but they never received it. . . . vast assets are amassed, yet undistributed to their rightful owners. . . . we submit that in life insurance the surpluses have been built to excessive and unnecessary levels." **Fact:** Surplus funds grow as policy obligations grow and as these increase, assets grow, naturally. Eighty-three per cent of all life insurance assets at the end of 1956 were held on behalf of policy reserves, a legal and actuarial requirement to cover future benefit payments. The assets grow as the reserves grow. Surplus funds must be held, as a further margin of safety. The surplus funds were 7% of assets in 1956. A top limit for mutual life companies is set in New York at 10% of policy reserves and policy liabilities, a presumption that the New York insurance department assumes up to that amount might be prudent and also a reflection that all surplus above that must be paid out to policyholders. At least once in each of the last three decades emergency situations have made the surplus funds very desirable: In 1918 during the big flu epidemic; during the depression of the 1930s, when heavy investment losses accompanied a slow-down in business; and during World War II, when war deaths ran to a high percentage of total deaths.

14. **Statement:** "The average infant at birth now has at least a 20-year greater life expectancy than in 1868; despite these steady advances, life insurance companies were for years woefully overcharging their customers (and most still are) by using antique death rates." **Fact:** Life companies always keep their premium and dividend projections on the basis of current death rates. When the companies adopted the present table in 1948, it replaced the 1868 table, but the current

death rates were already being applied in adjusting the old table to current use. The same is true currently in relation to the table now under consideration for replacement of the present table.

What Do They Do?

15. **Statement:** "What do they do (the directors)? Many are so busy they don't even attend directors' meetings." **Fact:** Life insurance company directors are among the hardest working directors in America. They not only have a high attendance record at annual, quarterly and monthly directors' meetings, but they are also active in special committee work. Some of these directors' committees in some companies sit as often as every week to check company operations.

16. **Statement:** "An excellent solution to your own life insurance problem would be to . . . (assuming you can budget 6% of your income for life insurance) . . . put 3% in term insurance . . . and the other 3% each year in the stock of some good insurance company." **Fact:** No life insurance companies, even those seeking to sell stock, would recommend this. It would leave you with prohibitively costly insurance in your later years and the stock should be bought only by those with a solid base of life insurance to meet their lifetime needs.

17. **Statement:** "They (the mutuals) pay fancy salaries to swollen staffs. For the calendar year 1955, one big company had 1,334 employees, not officers or directors, who received between \$7,500 and \$9,999." **Fact:** Size of company is the measure of personnel. Most life companies today are understaffed by 5% to 10% and would add that number immediately if they could find them. They pay the salaries needed to hire people in the competitive market. The salaries mentioned were essential to secure skilled or supervisory personnel in a highly competitive personnel market.

Business Must Be Good

18. **Statement:** "On June 30, 1956, there were 1,144 life companies doing business in the U. S. This was up by 700 from the number existing in December, 1940. The business must be fabulous to have attracted so many newcomers." **Fact:** By its very nature, life insurance is a business in which a new, small company can meet the big, old one competitively. It is in the public interest that there has been this competitive upsurge in recent years. Most of the new companies have been in areas where population increases and economic gains have been greatest. And many newcomers have done well, growing at an even more rapid rate than the old ones.

19. **Statement:** "In Canada, life insurance companies pay regular corporation tax rates (47%) and yet they can come down south and compete with American life insurance companies in those states in which they are licensed." **Fact:** In Canada, mutual life companies pay no income tax. Stock companies pay no income tax on participating business, except for any funds allocated from that business to the interest of stockholders. On the latter and on transactions in the non-participating business, they pay regular income tax rates applied to the amount of funds transferred to the shareholders' account.

Haphazard Policy Buying

20. **Statement:** "At the end of 1955, there were 251 million policies in force, averaging about five per family. What better evidence could you show to

ACTUARY

To work in CALIFORNIA State Department of Insurance. Requires three years of responsible actuarial experience with a life or casualty insurance company, consulting actuarial practice, or an actuarial position in a governmental agency. The current salary range for this position is \$821-1000 per month. A salary range of \$1000-1100 is received when out-of-state insurance examinations are required. Nationwide civil service examination. Apply before November 22, to California State Personnel Board, 801 Capitol Avenue, Sacramento 14, California.

2 Florida Management openings

Prominent national company will make an attractive offer to two competent life men experienced or interested in sales training and supervision. Openings in Miami and Tampa. Write home office via Box #X-3, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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Or related management position in home office; age 37; strong record of sales and agency administration; college background; married; résumé furnished; address Box #X-2, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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prove that most policies are purchased haphazardly?" **Fact:** These figures, if anything, would demonstrate the trend to good planning of life insurance. Ownership of five policies per family means that, instead of a one-time, possibly haphazard purchase, the family has added a policy at a time as it advanced and was able to add protection.

21. Statement: "Why do ordinary life policies endow at age 96, an age when most men are dead?" **Fact:** In determining reserves and premiums, there must be a statistical beginning and end of the years of experience covered. For limited policies, this end point is self-determined. For policies covering lifetime, it is fixed at an age which the mortality table suggests as that at which all members of the insured group may be expected to have died. This was age 96, in older policies, and is 100 to 106 in more recent policies. That is the level-premium plan of life insurance—to average out full payment for all of the group. Naturally, most men would have died by age 96—but their beneficiaries would have been paid in full.

Fundamental Facts About Life Insurance Ignored or Denied:

1. Life insurance ownership is a part of the mores of American families and a highly prized possession, not something "foisted" upon them by sales pressure. As demonstrated in the 1930s, it is one of the family possessions most tightly held, even in dire circumstances. Today, it is the most widely used form of thrift or savings—at all income levels.

2. Life insurance costs are not out of line because of "an antiquated mortality table." The costs are based on actual experience of the companies, the table being only the basis for reserves and policy values.

3. The life companies have taken the initiative in seeking to keep even this basic table up to date. A year ago they prepared a new mortality table and it is now before the state commissioners for approval.

4. The long history of life insurance has been a case-book on the hazard of using term insurance for anything other than relatively short term, temporary needs. Where it was used as the basis for permanent protection, it resulted in tragedy of lost protection for countless families—as witness many insured in the fraternal, prior to their adopting the level premium system.

5. Badly as life insurance is needed, keenly as it is wanted, sales effort is still needed in most cases to effect the actual purchase—as history has shown. In fact, in the early days life companies endeavored to market their policies without direct salesmanship—but the public did not buy. Even direct mail efforts to sell it have never succeeded.

6. The sales forces in life insurance are today on a very high level of professional effectiveness. There are several thousand chartered life underwriters, who have completed extensive studies, many thousands who have certificates from the Life Underwriters Training Council, involving a considerable study. By and large, they are experts, selling on a professional basis.

7. Life insurance buying is not generally haphazard; it is preponderantly a planned program for family financial protection. Some evidence of this is found in the high ratio of policies set up on an income basis, to perform specific purposes in the family program.

8. The many permanent plans of life insurance, each for a different purpose, have not been "foisted upon the public," but have been designed to bet-

ter fit into family plans and have been created to meet a public demand. A current example is the family plan, launched a year ago and already bought by hundreds of thousands of people.

9. No life insurance policy can be properly considered as an individual transaction; it is effective only as a part of a pooled effort of many people. It is hazardous to pluck one case from such a pool and try to allocate pro-rata elements of the pool to the individual. What is more, the protection and savings portions of the policies cannot be separated but must be considered as parts of the whole plan.

10. The values being accumulated in a policy cannot be viewed as the property of the individual policyholder. He has a right to those values, but unless he draws them out and cancels the policy, they belong to the pool, which is the basis of all life insurance. You cannot have your cake and eat it, too.

11. When policy values are loaned to policyholders, it is only as a means of avoiding for them the necessity of abandoning the policy to secure the money. But the money belongs to the pool and not to the individual and hence must continue to earn money for the pool as planned. Actually, the policy loan interest rate established in the life policy is a lower effective rate than could be secured through any other borrowing channel, excepting only in the case of the relatively few people who have special credit status at their banks.

12. The underwriting of property risks, such as fire insurance, automobile insurance, bears no similarity to life insurance. Efforts to make comparisons are totally unwarranted.

13. Life insurance is a lifetime consideration to most people. Actually, nearly half of all death claims are on persons past 65; over one-fifth are on persons past 75. The need may diminish in gross amount in the later years, but it usually increases in intensity. And on a term insurance basis, these older persons would be in the zone of prohibitive cost.

14. Life insurance is one of the most highly competitive businesses in the country, with more than 1,200 companies and some 200,000 agents competing for the consumer dollar, both among themselves and in the whole market-place. It is assuredly a truism of American business that, if there were any truth in the cost claims made in this book, some company, whose sales have not kept pace with the average, would reduce its costs to get business—and would get it.

FIELD CHANGES

(CONTINUED FROM PAGE 9)

successful production record. He is presently chairman of LUTC in Spokane.

Massachusetts Mutual

Massachusetts Mutual has opened an agency at Salt Lake City and appointed **Thomas S. Stein** manager. He joined the company at Chicago in 1954 and has been assistant general agent of the Jordan agency in that city for two years.

William M. Moriarty has been named group pension representative of Massachusetts Mutual at Oklahoma City.



Thomas S. Stein

Presidents, Director Pose At LOMA Meeting



Peter McDonald, (center) vice-president and secretary of Crown Life, was elected president of Life Office Management Assn. at the annual meeting in Washington, D. C. He succeeded **J. Howard Ditman**, (left) vice-president and comptroller of New York Life. At the right is **Roy A. MacDonald**, former director of company relations of Health Insurance Assn. of America, who recently was elected LOMA's managing director to succeed the late **L. R. Woodard**.

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THE INDEPENDENT ORDER of FORESTERS

Insurance in force — \$346,068,320

Total membership — 300,920

Assets (at Dec. 31, 1956) \$63,849,633

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NFC Elects Lundgren As President

Can't Lower Guard Yet Against Inflation, O'Leary Tells NFC Annual at Los Angeles

Current capital market conditions "may persist for quite some time," according to James J. O'Leary, director of investment research for Life Insurance Assn. of America, speaking to the investment section of National Fraternal Congress meeting in Los Angeles last week.

Population growth and mobility, record expenditures for plants and pent-up wartime demands, technological innovations, the cold war, and many other factors have been responsible for the huge demand for capital funds far exceeding the supply, forcing interest rates to rise during the past few years. This is in contrast to the period before 1951, when the Federal Reserve Board provided neces-

"Business forecasting is an art and not a science," he stated, in commenting on the general business outlook. Many forecasters are taking "a moderately bearish outlook" on business, he said, caused by: Indication that business expenditures for plant and equipment are leveling out; deliveries by manufacturers continue to exceed new orders; lack of demand for housing; expected reduced federal spending; difficulty of the automobile industry in disposing of six million cars this year; recent behavior of the stock market, and a belief that a lack of readily available capital funds and rising interest rates will inevitably lead to a general business downturn.

Mr. O'Leary did not agree with this premise, however. Other factors, including rising personal income, rising personal consumption expenditures, equipment, healthy corporate profits, minimum unemployment, stable production, rise in private nonfarm housing starts, rising commercial bank loans and investments and other factors do not point to a general business downturn. "I do not believe that we can yet afford to lower our guard against inflation," he added.

Discussing some other factors affecting the capital market, Mr. O'Leary touched on the decline in cash assets of corporations, creating a greater need to borrow funds; deferred demand by state and local government financing and some public utilities and industrial financing, because of increased interest costs; federal regulation of investments, and the heavy forward

(CONTINUED ON PAGE 27)

Presidents' Section Hears Fraternals' History, Future

The history of fraternalism in the great northwest, emanating from the pioneer concepts of mutual cooperation, and the background of fraternal legislation was discussed by J. F. Fogarty, Ancient Order of United Workmen of Washington, speaking before the presidents' section of National Fraternal Congress meeting at Los Angeles last week.

Tracing the origin of fraternalism

NEW OFFICERS

President, Edward L. Marek, Slavonic Benevolent Order, Temple, Tex., succeeding Joseph Spencer, Protected Home Circle.

1st vice-president, Edna Dugan, Degree of Honor Protective, St. Paul.

2nd vice-president, Mrs. Florence Jensen, Supreme Forest Woodmen, Omaha.

Secretary, Frank Vodraska, Czechoslovak Society, Cicero, Ill.

in Oregon back to 1878 and in Washington to 1879, Mr. Fogarty recalled stories of long journeys to attend lodge meetings, to join with others in building farm homes and barns and to bring in the neighbors' crops when sickness struck.

The first code for governing fraternal benefit societies was adopted in Washington in 1911. "As you may well imagine, a code adopted in 1911 was 'horse and buggy' in nature by the time we came to the 20s and 30s . . . Today we have a modern up-to-date section on insurance, on who may be beneficiaries, on provisions for a one-

(CONTINUED ON PAGE 27)

Succeeds Probst At Los Angeles Parley; Jackson New V-P

Legislation Affecting Fraternals, Threat Of Inflation Are Discussed

LOS ANGELES—National Fraternal Congress of America's 71st annual meeting here last week—the first one held in "sunny" California since 1941—was distinctly a working convention with the social side having but little part in the proceedings. There were two plenary sessions, one Monday afternoon, the other Wednesday morning. Sectional sessions were conducted simultaneously during the busy three-day convention, with each section exploring and examining its particular problems and issues. Two general issues stood out quite prominently at the convention, these being legislation and the threat of inflation. However, in his presidential report, Louis E. Probst, chief ranger of Inde-

NEW OFFICERS OF NFC

President, Howard M. Lundgren, Woodmen of the World, Omaha, succeeding Louis E. Probst, Independent Order of Foresters.

Vice-president, W. Cable Jackson, Modern Woodmen of America.

Secretary-treasurer (continuing), Foster F. Farrell, NFC headquarters, Chicago.

Directors, Otto Hanson, Independent Order of Svithiod, Chicago; Walter Rugland, Aid Association for Lutherans, Appleton, Wis., and G. Myron Savage, New England Order of Protection, Boston.

pendent Order of Foresters, struck an optimistic note, pointing out that current prosperity and the growth of the family unit make the nation ripe for the spread of fraternalism.

Foster F. Farrell, secretary-treasurer of the Congress, in his comprehensive summary of the past year's activities, recalled that a prediction of unfavorable legislation and taxation made last year, proved true. "However," Mr. Farrell said, "due to the work of the law committee, the cooperation of the members of this association, and the assistance given by the state fraternal congresses and the states involved, we were successful in defeating the bills." Chairman of the important law committee is Luke E. Hart, supreme knight of Knights of Columbus.

Mr. Farrell also reported that the National Fraternal Congress has been recognized during the past year by the Wharton school of the University of Pennsylvania by being invited to serve as a member of the sponsoring committee for the first International Insurance Conference held in commemoration of the school's 75th anniversary.

As for the taxation problem, Mr. Farrell said: "The maintenance of the status quo is not always wise or desirable, but in the case of the members of this association, insofar as tax-

(CONTINUED ON FOLLOWING PAGE)



New Officers of National Fraternal Congress, seated from left to right, are Lendon A. Knight, Royal Neighbors, installing officer; W. Cable Jackson, Modern Woodmen, vice-president; Howard M. Lundgren, Woodmen of the World, Omaha, president; Louis E. Probst, Independent Order of Foresters, immediate past president, and Foster F. Farrell, secretary-treasurer. Directors, standing from left to right, are R. George Ransford, Gleaner Life; John S. Tolversen, Equitable Reserve Association; Frances Dymek, Polish National Alliance; G. Myron Savage, New England Order of Protection, and Walter L. Rugland, Aid Association for Lutherans. Another new director of NFC, not present for this photo, is Otto Hanson, Independent Order of Svithiod.



The Maccabees Building is located in the heart of Detroit's Cultural Center, near the Art Museum, Main Library and Wayne State University. Feel free to visit our Home Office whenever you visit the Motor City.

MEMO

To: National Fraternal Congress
From: The Maccabees
Re: Your Convention

We salute you on the occasion of the 71st annual meeting of the National Fraternal Congress. We know that your deliberations will have a profound effect on the Fraternal insurance movement in the United States and Canada.

The Maccabees has been a member of the Congress for over a half-century and is proud of its long-standing association with you. During this period we have grown from less than \$100 million insurance in force to our position today with over \$425 million in force and \$115 million in assets.

Fraternally yours,

The Maccabees

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— a Life Insurance Society

Home Office—Maccabees Building, Detroit 2, Michigan
J. C. Lehr, President R. O. Shepler, Agency Vice President
Life — Health and Accident — Hospitalization

(CONTINUED FROM PRECEDING PAGE)
ation is concerned, it is highly desirable. It continues to be one of our chief concerns, and, rightly so!"

The convention officially opened Monday morning with meetings of the presidents, secretaries, and press sections, at which the various sectional officials made their reports, followed by addresses given by delegates best versed in the subjects treated. Open discussion also was featured.

President Reports

The first plenary session was held Monday afternoon, during which Mr. Farrell and Mr. Probst, the out-going president, made their annual reports.

"As a member of the executive committee," Mr. Probst told the 450 delegates at the Congress, "I was acquainted with the problems faced and dealt with, but it was only upon assuming the presidency that I became fully aware of my responsibility to you. It is truly a frightening feeling to realize that as president of this 71-year-old association, one is responsible for the welfare of approximately 10 million people and their \$10 billion of savings for (family protection). It makes one aware of the fact that this Congress is not composed of just the president, the secretary, the executive committee and other committees. The governing body is not a thing apart, but an integral part of the National Fraternal Congress. You are the National Fraternal Congress of America—you, and you. On your efforts and cooperation depends the success or failure of this association."

"We are now entering the three-quarter century mark in an encouraging atmosphere with a good business climate. As far as business is concerned, the disillusionment of the 1930s and the early 1940s has largely disappeared.

"Most people, I know, have a widespread faith in our fraternal benefit society and most definitely this same faith in our government. I know, too, that never have so many individuals had such stakes to protect and develop. Wages are at a record high, giving families a more expendable income; more families are buying and owning homes and there has been a return to larger families. Renewed emphasis on family life is the order

New NFC President Is Investment Expert

Howard M. Lundgren, newly elected president of National Fraternal Congress of America, is the youthful president of Woodmen of the World, Omaha, and a recognized authority in the field of investments. He has been an ardent fraternalist since joining Woodmen of the World headquarters staff following his graduation with an LL.B.

Howard M. Lundgren

degree, cum laude, from the University of Omaha. He began his work in the society's commission department, later transferring to the investment department as investment analyst. For several years, prior to his appointment as vice-president in 1951, Mr. Lundgren was in charge of investments of W.O.W. He was national secretary of W.O.W. when elected president of the fraternal in 1955, thus becoming the youngest man ever to be elected president of Woodmen of the World in its 67-year history. Mr. Lundgren is now 47.

He served as vice-president of National Fraternal Congress last year. He is also a past president of National Fraternal Investment Assn. and a member of the executive committee of the Fraternal Congress since 1954.

of the day.

If all this is true, and it is true, what a magnificent opportunity we in the fraternal benefit system have to increase our membership because the main objects of our societies are to stress family life and to protect the family and the home.

"It is a fact, our assets and insurance in force have grown considerably, but I am confident you will agree with me that there is much to be desired in our growth of membership.

"Because of the great growth of the insurance industry as a whole and because government, too, has grown to astronomical figures, there is a definite need for us to be closely associated with the legislative bodies

(CONTINUED ON PAGE 26)

\$ MILLIONS

Behind You?

YES! Whether you choose Life, Endowment, Hospitalization, Retirement Income, Accident Insurance . . . or all of them for a complete protection program, your investment is backed by approximately \$54 million in assets.

SAFE, SOUND
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BETTER BUY

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May Cure All Heart Diseases, Medical Section Is Told

It is entirely possible that all types of heart disease will soon be "either cured or alleviated by surgical intervention." This encouraging forecast was made by Dr. Morse J. Shapiro, pediatric cardiologist at University of Southern California, speaking at a meeting of the medical section of National Fraternal Congress at Los Angeles.

Discussing the two main types of heart diseases in children, rheumatic

he disclosed rapid advances which made possible successful blue baby operations, precise diagnosis, to repair defects within the heart and to bypass the heart in order to repair the most complicated congenital defects as well as those due to rheumatic valvular disease. "The progress in surgery of the heart is so rapid that what one discusses today may not be valid a few months from now. It is quite conceivable that all types of heart disease

(CONTINUED ON PAGE 28)

Youth Counselors Conduct Workshop

The youth counselors section of National Fraternal Congress met Tuesday morning and devoted its time to a panel discussion and workshop based on the best methods to give counsel to youth. Various methods in use were told of and suggestions were made as to plans and methods that might be used in furthering the work

of the section in reaching the youth in order to advance the philosophy of fraternalism.

E. E. Howell, Woodmen of the World, Omaha, was chosen president of the youth counselors section, succeeding Michael Grasha, Croatian Fraternal Union. Other officers are Don Talucci, Maccabees, 1st vice-president; Mrs. May Heaven, Supreme Forest Woodmen Circle, 2nd vice-president, and Louis E. Caron, Catholic Order of Foresters, secretary-treasurer.

NEW OFFICERS

President, Dr. Norman S. Clark, Independent Order of Foresters, Toronto, succeeding Dr. C. Gordon Vaughn, Degree of Honor Protective.

1st vice-president, Dr. H. J. Brekke, Lutheran Brotherhood, Minneapolis.

2nd vice-president, Dr. Margaret Hill, Woman's Benefit Assn., Port Huron, Mich.

Secretary, Dr. Hubert R. John, Maccabees, Detroit.

and congenital, Dr. Shapiro said he had seen so few cases of acute rheumatic fever that he would classify it as a rare disease in the Los Angeles vicinity. Most of the children suffering from this condition have come from eastern U.S. and especially from Mexico, he declared.

The specific cause of rheumatic disease is unknown and diagnosis must be made on the basis of clinical experience since there is no known specific diagnostic test. Treatment of rheumatic fever has not undergone much change in the last 50 years, and with the exception of hormones, ACTH and cortisone, the basis of treatment is still bed and rest. There is still controversy as to whether hormones are more effective than salicylates e.g. aspirin, and Dr. Shapiro opined that "hormones should only be used in the very acute cases where definite evidence of heart involvement is present and then only long enough to permit the patient to develop his own antibodies."

Dr. Shapiro said he is certain many errors in diagnosis are being made, and he called a serious matter this labeling a child as having rheumatic fever. This, he said, results in much loss of school time, unnecessary treatment and most important, cardiac neuroses.

Turning to congenital heart disease,

GREETINGS

from

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(Legal Reserve

Life Insurance Society)

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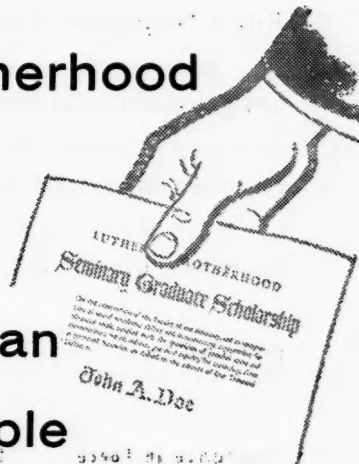
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Member—National Fraternal

Congress of America

an investment in youth

This year Lutheran Brotherhood has a hand in providing greater educational opportunities to more than 150 Lutheran young people



• Each year the SOCIETY invests in outstanding Lutheran students through its Educational Scholarship program... thus making possible advanced training for potential leaders of tomorrow. LUTHERAN BROTHERHOOD's "class" of scholarship winners — now reaching 600 — are assuming roles of active service and leadership, for which the SOCIETY and Lutherans everywhere are grateful.



Among the Lutheran Brotherhood scholarships provided this year are—

9 SEMINARY GRADUATE
scholarships of \$1000 each to seminary graduates to assist in post-graduate study.

12 JUNIOR COLLEGE
scholarships of \$150 each to students who have completed their first year's studies.

2 NATIONAL LUTHERAN NURSES GUILD
scholarships of \$500 each to nurses to assist in advanced training.

another Living Benefit provided by

Our 40th year of conscientious service to Lutherans and to the Lutheran church

45 SENIOR COLLEGE
scholarships of \$300 each to college juniors to encourage continuation of their academic studies.

83 YOUTH LEADERSHIP
scholarships of \$150 each to outstanding high school graduates to encourage enrollment in Lutheran colleges.

Lutheran
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LIVING BENEFITS FOR LUTHERANS THROUGH LIFE INSURANCE

Since 1895

Royal Neighbors of America

has provided a dual service

of fraternalism and life

insurance for women, men,

and children.

Insurance in Force \$434,879,970

Total Assets \$160,945,330

Membership 556,532

ROYAL NEIGHBORS OF AMERICA

Supreme Office • Rock Island, Illinois

Secretaries Hear Problems Of Switch To 'Electronic Brain'

Problems encountered in changing billing and auditing operations from punch card system to the IBM 650 electronic data processing machine were described by Margaret Walker, supreme recorder of Royal Neighbors of America in a report to the secretaries' section of National Fraternal Congress, meeting at Los Angeles last week.

A desire to simplify the camp report, received each month from 4,600

NEW OFFICERS

President, Retha Levy, Ladies' Catholic Benevolent Association, Erie, Pa., succeeding James C. Elder, Independent Order of Foresters, Toronto.

Secretary, Josephine Weigl, Women's Catholic Order of Foresters, Chicago.

Executive committee: Mr. Elder, Herbert Voecks, Aid Association for Lutherans, Appleton, Wis.; Norman Nelson, Maccabees, Detroit; Clyde Wilmeth, Junior Order of United American Mechanics, Philadelphia, and Stephen Leedy, American Life Assurance Association, Bridgeport, Conn.

local camps, to audit the report mechanically and to speed up the monthly billing were reasons Royal Neighbors ordered the IBM 650, Mrs. Walker stated. The two years from ordering to delivery of the machine were used in training a staff and developing new systems and methods. All home office personnel were kept informed of each step in the transition, which accounts for their desire to help with the changeover rather than to resist it, she added.

Mrs. Walker described the steps taken to revise the camp report during the changeover period. The report was simplified, making it easier for recorders to complete, while at the same time putting it into a form that could be handled by the electronic data processing machine. Advantages of the new report include more pertinent information about members' certificates, one continuous, alphabetic listing of membership, standing of each member, premium billing according to last mode of payment, and au-

Field Managers Meeting Concludes NFC Convention

The field managers section meeting, popular and climaxing event of the National Fraternal Congress annual convention in Los Angeles, was held Wednesday afternoon. Speakers were Dale G. Heath, California state manager of Modern Woodmen, who discussed "How Fraternal Activities Have Helped in Our Agency," Axel Lundring, general agent of Lutheran Brotherhood at Pasadena, who chose as his topic "What the F.I.C. has Met in Our Agency." The closing speaker was John Yates, general agent of Massachusetts Mutual Life at Los Angeles, who spoke on "What's Ahead for You." Robert H. Platt, field director of Modern Woodmen, president of the section, presided at the meeting. Secretary of the field managers section is Douglas Botsford, assistant education director of Modern Woodmen.

omatic billing of monthly per capita tax, she pointed out. This revision permits several billing and auditing operations previously done by hand to be handled by machine.

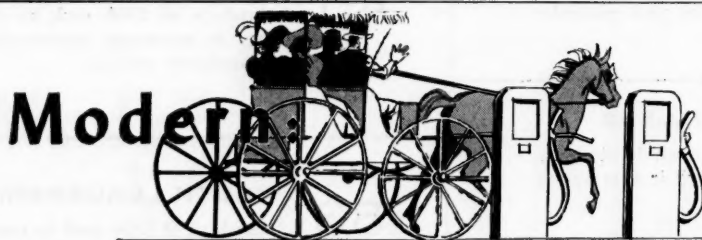
Changing the camp report has led to some difficulties, Mrs. Walker said. Names of members must be shortened to 15 letters because of available columns on the card, so that suffixes must be used to distinguish between different members of the same camp with the same name. Since the certificate number is now needed for complete identification of a member, this has complicated checking before records on new business are prepared. Since this report is now a source of much of this information, instead of the old audit file, a section of the audit department has been organized and trained to furnish information to all departments, she added.

Another problem encountered during the changeover period was preparation of new punch card records for more than a half million certificates. Most of the basic data could be reproduced from cards previously used, but some had to be obtained from records and hand punched into the new audit cards. After the new program was instituted, one third of the business was converted each month, so that for three months both old and new systems were used. Because this conversion schedule was difficult to keep, auditing of camp reports fell behind, other work of the tabulating department was postponed, and office routines of other departments were disrupted.

"A company should not expect immediate savings" from installation of (CONTINUED ON PAGE 28)

Rosenblum Of W.O.W. Was Busy As Chairman Of Publicity

H. L. Rosenblum, director of public relations of Woodmen of the World, Omaha, and chairman of the publicity committee of National Fraternal Congress, had a busy time of it both before and during the NFC annual meeting last week in Los Angeles. His convention press headquarters was in the Dallas room of the Hotel Statler. His office is responsible for distributing many significant news releases on the convention, including copies of reports of the various committees, and also copies of some of the talks of the speakers at the three-day meeting.



"characteristic of the present time."

—WEBSTER

A surrey drawn by a high-stepping bay was once modern, and filled the needs of the times. Then, Modern Woodmen life insurance was also designed to fit the needs of that era. Just as "horses" of today feed on high-octane instead of oats, so too have Modern Woodmen's policies progressed to meet today's demands. It's the adaptability to changing times that keeps Modern Woodmen truly Modern. "Modern Woodmen" is more than a name—it's a description.



SINCE 1883

Modern Woodmen

of America Rock Island, Illinois

\$404 MILLION LIFE INSURANCE IN FORCE

ASSETS EXCEED \$203 MILLION

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Actuarial Section Elects Frank Lee

The meeting of the actuarial section of the National Fraternal Congress on Tuesday morning was split into two sessions, the first being highly technical in nature and the second devoted to informal discussions of the family policy plans. The fraternalists indicated at this meeting that they are well aware of the fact that the new trend of family protection has not been beneficial to increasing the protection of their members and to the insurance growth of the fraternalists. The discussion touched on salient features of the family plans; whether they are suitable for fraternalists, if not issued what competitive alternatives are offered; what type of coverage has been provided for each member of the family; what administrative problems arise, and what has been the experience in obtaining state approval of the family plans.

In addition to the family plans, discussion during this well-attended meeting centered on rate variations, premium adjustments, and recognition of mortality differences of the sections. The discussion also touched on the matter of one fund as against two funds for juveniles and adults.

Frank H. Lee, Woman's Benefit Association, was elected president of the actuarial section, succeeding Mary M. Cusic, Royal Neighbors. Other officers are Robert H. Taylor, consulting actuary, vice-president, and John Gall, Aid Association for Lutherans, secretary.

Law Section Elects Borden, Hears Talks On Taxes, Property Rights

Discussion of inheritance taxes and property rights and the election of Henry G. Borden, Modern Woodmen, as president were the principal items of business at the law section meeting at the National Fraternal Congress convention in Los Angeles last week.

Mr. Borden succeeded Russell H. Matthias, Lutheran Brotherhood. Other new officers are Miles J. Seyk, Royal League, vice-president, and George H. McDonald, Modern Woodmen, secretary.

"Property Rights in Fraternal Benefit Certificates" was the topic discussed by John R. Maloney of Weinstock, Anderson, Maloney & Chase, San Francisco attorneys.

In the absence of restrictions contained in the certificate itself and in the constitution and by-laws of the issuing societies, the property rights in a fraternal benefit certificate are substantially the same as those in commercial life policies with one exception, Mr. Maloney said. The exception, which is a matter of law, is that failure to reserve the right to change the beneficiary does not create a vested interest in him. Other than that the restrictions of fraternal and commercial life policies are the same, including the right to transfer and assignment, he concluded.

The other speaker at the section meeting, John P. McFarland of McFarland & Feldon, San Francisco, discussed "Federal Estate and State Inheritance Taxes with Respect to Life Insurance Policies and Certificates." Mr. Matthias presided over the meeting.

Ann Wells Heads State Congresses Section Of NFC

The State Fraternal Congresses section of National Fraternal Congress held a luncheon Tuesday, followed by its annual meeting at 2 p.m. The luncheon speaker was Ray E. Smith, a director of Woodmen of the World, Denver. His topic was "There's a Green Light Ahead." Speaker at the meeting was Lendon A. Knight, general attorney of Royal Neighbors, who discussed "Legislation of 1957."

Ann Wells, Supreme Forest Woodmen Circle, was elected president, succeeding Arthur J. Barrett Jr., Woodmen of the World, Denver. Other officers are Louis Caron, Catholic Order of Foresters, 1st vice-president; Nelle Sexton, Royal Neighbors, 2nd vice-president, and Larry F. Ayer, Maccabees, secretary-treasurer.

On the executive committee are Mr. Barrett, Joseph Steadham, Brotherhood of Railroad Trainmen; M. E. Kilpatrick, Woodmen of the World, Omaha; Frank Vodrazka, Czechoslovak Society of America; Anna Kampman, Catholic Knights of America, and Inez Sanguist, Degree of Honor.

Public Relations Expert Is Featured Speaker At Press Section Breakfast

The press section of National Fraternal Congress enjoyed its traditional breakfast at the Los Angeles annual meeting last week with an address by an insurance public relations expert

NEW OFFICERS

President, Mrs. Gretchen Pracht, Lutheran Brotherhood, Minneapolis, succeeding Don A. Talucci, Maccabees, Detroit.

Vice-president, Mrs. Harriet S. Jeanes, Royal Neighbors, Rock Island, Ill.

Secretary, Bessie Kubanis, Royal League, Berwyn, Ill.

Executive committee: Leland A. Larson, Woodmen of the World, Omaha; Francis M. Olson, Equitable Reserve Association, Neenah, Wis.; Jerry F. Chmieleck, Czechoslovak Society, Cicero, Ill.; Mrs. May Heaver, Supreme Forest, Omaha, and Don A. Talucci.

and followed through with a panel discussion at the formal section meeting.

The guest breakfast speaker, Albert H. Wood, manager of Western Insurance Information Service of Los Angeles, was previously in the transit field and is considered one of the top five public relations men in that field. As part of his present work, Mr. Wood directs and coordinates public information programs, which include accident prevention and safety education, throughout the Pacific coast.

Subject of the panel discussion was "Brainstorming Fraternal Editorial Operations." Panelists were Mrs. Gretchen M. Pracht, Lutheran Brotherhood, vice-president of the section, and Harriet S. Jeanes, Royal Neighbors, Leland A. Larson, Woodmen of the World, Omaha, and Francis W. Olson, Equitable Reserve Association, all members of the press section executive committee.

Following the panel were committee reports and election and installation of officers. Don A. Talucci, Maccabees, president of the section, presided at the breakfast and meeting.

Greetings and Congratulations to the members of the NATIONAL FRATERNAL CONGRESS OF AMERICA

for the spirit of progress and service which characterizes their annual meeting and which inspired us to offer the latest in a series of modern, popular, and up-to-date policies . . .

"THE AMERICAN FAMILY PROTECTION PLAN"
with each unit containing the following benefits:

● ON THE LIFE OF THE HUSBAND:

Initial Amount of Death Benefit \$10,000.

Consisting of:

\$2,500 Endowment At Age 65

\$2,500 Life Paid-Up At Age 65

\$5,000 Reducing Term to Age 65

Accidental Death Benefit (level amount to Age 65) \$10,000.

Return of Premium Provision (all premiums refunded in addition to all other benefits in case of death during first ten policy years.)

Waiver of Premium Benefit (in case of total and permanent disability prior to age 65 all future premiums will be waived.)

Guaranteed Cash Surrender Value (at age 65—not including the value of any accumulated dividends which will be in addition to amount guaranteed) \$ 4,298.75

● ON THE LIFE OF THE WIFE:

Amount of Death Benefit (to husband's age 65) (Sum varies if wife's age is more or less than age of husband) \$ 1,500.

Payor Benefit (policy becomes paid-up upon death of the husband.)

Guaranteed Convertible (for full amount upon expiry of policy, without proof of wife's insurability.)

● ON THE LIFE OF EACH CHILD:

Amount of Death Benefit (to child's age 21 or father's age 65, whichever first. Full coverage after 6 months of age) \$ 1,500.

Payor Benefit (policy becomes paid-up upon death of the father.)

Guaranteed Convertible (for up to \$7,500 of permanent life insurance upon expiry of policy and without proof of insurability.)

All Children in the family included. Children to be born or adopted will be covered automatically without additional premium. Entry ages: 15 days to age 18.

And also:

"THE AMERICAN SAVINGS AND INVESTMENT PLAN" with guaranteed coupons, retirement benefits, and return of premium feature.

"THE AMERICAN MORTGAGE PROTECTION PLAN" with reducing coverage for durations of 10 to 45 years through age 75.

"THE AMERICAN HEALTH PROTECTION PLAN" with non-cancelable, guaranteed renewable to age 60 benefits for the individual or the family.

together with

a complete portfolio of standard, participating life insurance plans for adult and children.

THE AMERICAN LIFE INSURANCE ASSOCIATION

Founded in 1892

Bridgeport 5, Connecticut

Licensed in Connecticut, Illinois, Indiana, Michigan, New Jersey, Ohio, Pennsylvania and West Virginia

—Since 1883—



"YOU'RE SURE WHEN INSURED WITH Royal League"

6501 W. Roosevelt Road Berwyn, Illinois

Knights of Columbus

Membership exceeds
one million
insurance in force over
\$695,000,000

Knights of Columbus in its 75th Anniversary Year Supreme Office Announces New Milestones

Membership, July 1, 1957	1,048,738
Insurance Members	372,850
Associate Members	675,888
Assets	\$124,633,370
Insurance in Force	\$695,422,765
Increase in Insurance in Force from July 1, 1956 to June 30, 1957	\$93,243,997
Benefits Paid	\$122,771,095

Joseph F. Lamb
Supreme Secretary

71 Meadow Street
New Haven 7, Conn.

Luke E. Hart
Supreme Knight

Howard Lundgren Elected President Of NFC At Convention In Los Angeles

(CONTINUED FROM PAGE 22)

of our government through this Congress. We must be recognized for the work we are doing and receive proper consideration from these same legislators."

Mr. Probst went on to salute the work of the various segments and persons in the Congress, including Mr. Farrell for his "invaluable assistance" as secretary of the Congress, and Mr. Hart for his "untiring and successful" work as chairman of the law committee. An added contribution to the law committee, according to Mr. Probst, is the treatise prepared by it and entitled, "Why Fraternal Benefit Societies Should Not Be Taxed." He said this treatise has been furnished to each member society and he recommended the "study of this authentic and informative work."

Mr. Probst also explained that at last year's annual meeting in Cleveland the Congress voted to change its constitution "in order to correct certain inequities then existing in the method of assessing dues and to provide the additional revenue needed to cover the increased scope of the activities of the Congress, particularly in the area of legislative matters."

"As you know," Mr. Probst continued, "under the amendment to article V, the new fiscal year commenced July 1 of this year and statements for annual dues were forwarded your society shortly thereafter. Never before has the members of this Congress responded so promptly in the payment of their statements for their dues. This has been gratifying to the members of the subcommittee of the executive committee charged with fixing the percentage figures and the calculation of the dues for each society under the complicated new dues assessment formula and to our headquarters' office."

"At this time I thank this splendid committee under the chairmanship of Howard Lundgren (president of Woodmen of the World, Omaha, and new president of National Fraternal Congress) for his fine work in formulating the dues for this year. The added revenue will permit the Congress to furnish additional services which are needed."

Mr. Probst then turned his attention to the proposed preparation of a

fact book on the fraternal benefit system. "This year" he said, "in accordance with the mandate issued by the Congress last year, I plan a special committee to be known as the proposed fact book committee. The members of this committee, together with Mr. Farrell, have done a great deal in the necessary ground work in the preparation of the fact book on the fraternal benefit system." Members of the committee are W. Cable Jackson, Modern Woodmen of America, chairman; Mrs. Florence H. Jensen, Woodmen Circle, and George H. Crowns, high chief ranger of Catholic Order of Foresters and a past president of the Congress.

Mr. Probst said that Mr. Farrell and Mr. Jackson have worked with John S. Bickley, professor of insurance at Ohio State University, in exploring the ways in which National Fraternal Congress and American Assn. of University Teachers of Insurance might work together in imparting to the university instructors of life insurance, accurate and authoritative information relative to the type of insurance which the societies of NFC are offering to their members. "This (work) has been undertaken as a means of correcting the erroneous opinion which some of them (teachers) have apparently developed concerning fraternal benefit associations and, at the same time, presenting the facts about our segment of the industry to the youth of this country who will be active either selling or buying life insurance in the immediate future."

Committees Report

Following the reports by Mr. Probst and Mr. Farrell, the various standing committees made their reports. These committees and the chairman of each included: Credentials, (preliminary), Mabelle Lindenmeyer, Women's Catholic Order of Foresters; law, Luke E. Hart; constitution, Richard F. Allen, Standard Life Association, resolutions, (preliminary) Robert Bigelow, Independent Order of Foresters; public relations, Gretchen M. Pracht, Lutheran Brotherhood; general welfare and lodge activities, Max B. Hurt, Woodmen of the World, Omaha; auditing, J. C. Bronars, Polish National Alliance; security valuations, Joseph H.

GUARANTEED VALUES Since 1894:

Life Insurance for Security Fraternity for Happiness

Perpetuated by a comprehensive program to
fit all individual and family needs.

GLEANER LIFE INSURANCE SOCIETY

1600 N. Woodward Avenue Birmingham, Michigan

Sudimack, Greek Catholic Union, and publicity, Horace L. Rosenblum, Woodmen of the World, Omaha.

Praise Law Committee

Mr. Hart's work as chairman of the law committee was saluted from all quarters. His report to the Congress was comprehensive and informative.

In part, Mr. Hart said: "Two bills were introduced that had to do with the tax problem that has been a source of annoyance to the fraternal benefit system for many years. In Iowa there was introduced a bill that was cleverly devised to divide the fraternal benefit societies into groups, distinguishing those that operate on a one fund basis from those that do not, which would distinguish the societies that issue only a small number, if any, of certificates for more than \$2,000, or less, from those that issue certificates for larger amounts, and which would limit the tax to certificates hereafter written, thereby avoiding the opposition of the presently existing membership. By united, early and aggressive action such a display of opposition was manifested that the committee of the lower house to which the bill was referred recommended the bill for indefinite postponement, thus killing it. This was the second successive session of the Iowa legislature at which such legislation was introduced and it is our opinion that it will be the last.

"In Minnesota a provision for a tax on moneys collected by fraternal benefit societies from their members was included in a general revenue bill recommended by the governor. Here, too, the fraternal benefit societies lost no time in asserting their opposition to the bill and again by earnest, united and aggressive action such a strong showing of opposition to it was manifested that the committee to which the bill was referred recommended that the provision for the tax should be deleted from the bill, and that was done."

Mr. Hart also reported that a tax law enacted in Alabama in 1955 has been held unconstitutional by the su-

preme court of that state and that the moneys that were paid under protest on account of such a tax bill have been refunded to the societies. He said that in this matter credit must go to Woodmen of the World, Omaha, whose membership in Alabama greatly exceeds the membership in any other society, and consequently assumed the management and direction of the litigation.

Fight License Bill

"In New Mexico," Mr. Hart reported, "a bill providing for the licensing of agents of fraternal benefit societies was introduced and passed so quickly that there was no opportunity to make any showing of opposition to it. At my request, Mr. Foster Farrell and Mr. Lendon A. Knight (general attorney of Royal Neighbors) went to Santa Fe and made a very determined effort to have the governor refuse to give the bill his approval. In this they were unsuccessful but assurance was given by the governor and the superintendent of insurance that if the uniform fraternal code is introduced in and passed by the next session of the legislature, it will be entirely agreeable to them to have the agents' license provision in the code substituted for the licensing bill passed by the 1957 legislature."

Mr. Hart also commented on legislative activities affecting fraternalism in Colorado and Washington. Then he went on to discuss the progress being made concerning the one fund basis and the uniform fraternal code. "Interest in legislation," he said, "that will permit societies to operate on a one fund basis, that would increase or abolish the limits for juvenile insurance, that would eliminate the non-medical insurance limits, that would remove the age limitation and grant better beneficiary designation privileges, where the need for such legislation exists, still continues. However, it is believed that the best means of accomplishing these objectives is through the adoption of a uniform fraternal code and inasmuch as four states adopted the uniform code during the past winter, the committee is of the opinion that substantial progress is being made.

"As reported at the meeting of the Congress in Cleveland last year, the reaction to the uniform fraternal code has been very good indeed. Bills for the enactment of the code were introduced in six legislatures during the past year. In Oklahoma, West Virginia, Maine, and Connecticut they were adopted.

"It is believed that the bill should be introduced in the legislatures of a half dozen other states that may be selected for that purpose upon their convening for their next sessions. If this is done and if the bills are enacted into law, as we firmly believe that they will be, the uniform fraternal code will have been well established and we can then look forward to its being adopted generally..."

Preach Fraternalism

One of the many committee reports featured at the first plenary session of the meeting was the joint report of the public relations and general welfare and lodge activities committees. This report reviewed the notable success these two committees have had in the past year in preaching the gospel of fraternalism to the public. Of especially notable success was the observation of Fraternal week, June 9-16. The members of these two committees were instrumental in bringing about the proclamation of Fraternal

Hear History, Future Of Fraternals

(CONTINUED FROM PAGE 21)

fund operation, on combining juvenile funds with adult funds. We have raised the maximum age at which persons may be admitted to membership in the adult division and have lowered the starting age. All in all, Washington now has a good code when considered along with the amendments to it," he declared.

Mr. Fogarty praised Washington as being one of four states whose insurance commissioner is elected by the people. "Since he is an elected commissioner, he is more responsive to the people than would be the case were he an auditor appointed by the governor."

He termed the climate for fraternals in Washington and Oregon as being "very favorable," mainly because of beneficial amendments to the laws of both states. "The laws are equally beneficial to all societies. Each society should do its full share in political, legislative and public relations work in order that our good position may be retained. Lacking this team work, I am afraid we are heading for trouble," he warned.

Mrs. Anna B. Spangler, supreme oracle of Royal Neighbors, glimpsed into the future of fraternal benefit societies in her talk before the presidents' section, and she attuned her listeners to the necessity of keeping younger members interested and in good standing since "they may be the leaders of our societies tomorrow."

"Fraternal junior organizations afford a wonderful opportunity in the field of youth training," she declared. "The question we must ask ourselves is are we doing all we are capable of doing in this field, or are we leaving

it to the churches and other organizations? Our juvenile courts would have much less to do, if some of us did more."

Mrs. Spangler, discussing the important role of insurance in the juvenile departments, emphasized the lessons of thrift being exemplified by the payment of insurance premiums. This insurance, she remarked, makes youth security conscious. "At a very early age children have gained some conception of the necessity of protection for their loved ones."

To be faithful to their present duties to juvenile members and thereby build for the future, Mrs. Spangler said fraternals must have well-rounded, well-directed, interesting and modern juvenile programs, incorporating at least five points. These were: Modern protection, genuine fraternalism, lessons on thrift, patriotism and early character training.

The question of what the impact of competition by "so-called 'commercial' insurance companies" through family group life policies in the juvenile market was posed by Mrs. Spangler. "There again it is our duty to be prepared to meet this competition head-on with the best thinking and planning at our disposal... We must intensify juvenile selling. We must intensify our fraternal appeal, stressing the plus values of fraternal insurance. We must intensify our juvenile programs as outlined earlier in my remarks."

Mrs. Spangler and Mr. Fogarty were introduced by Joseph Spencer, Protected Home Circle, president of the section, who made a few brief opening remarks.

week by a number of mayors and governors of the large cities and important states in the country. These two committees during the past year also have conducted a survey of fraternal insurance societies in order to secure facts about the member societies which would be available to the publicity and public relations personnel of each fraternal society and to the National Congress, thus enabling them to carry on an effective public relations program.

Sections Meet

Tuesday, the second day of the meeting, was almost completely taken up by the busy and well attended meetings of various sections of the Congress. These included the youth counselors' section, actuaries section, medical section, investment section, state fraternal congresses section, and law section. Each of these sections elected officers, conducted business sessions, heard significant speakers, or participated in workshops and panel discussions. Reports of their activities appear elsewhere in the several pages of this issue of THE NATIONAL UNDERWRITER which is devoted exclusively to accounts of the Los Angeles meeting of National Fraternal Congress.

Tuesday evening featured a reception and banquet. President Probst presided. Speaker at the banquet was Sydney R. Montague, who discussed the "A Philosophy of Lifelong Adventure."

The second and final plenary session on Wednesday morning was highlighted by the election and installation of new officers and directors of National Fraternal Congress. The new officers were installed with a ceremonial conducted by a uniformed team

from the Los Angeles branch of Woodmen of the World, presided over by Lendon A. Knight of Royal Neighbors.

Also included in this session were the report of the reports committee under the chairmanship of Walter L. Rugland, who in recent weeks has been named president-elect of Aid Assn. for Lutherans; the report of the nominating committee under the chairmanship of Lendon A. Knight; and the report of the revision of blanks committee under the chairmanship of Samuel Eckler, Independent Order of Foresters. Two other committees, which gave their preliminary reports at the first plenary session, made final reports at the second plenary session. These included the resolutions committee, and credentials committee.

The credentials committee reported that 62 associations out of some 103 were represented at the Los Angeles meeting. Delegates to the convention came from 23 of the 33 states in which National Fraternal Congress is active. It was suggested by the reports committee that the societies revise their constitutions so as to combine the adult and juvenile funds, citing differences in reporting these funds in various states.

Besides the Tuesday night banquet, another social activity of the convention was the "South of the Border party." At this affair delegates were guests of Independent Order of Foresters and paid a visit to Forest Haven, an eleemosynary institution maintained by the society in southern California. The visitors were shown through every portion of the haven and given an accurate picture of how the order cares for its deserving members.

Can't Lower Guard Against Inflation

(CONTINUED FROM PAGE 21)

commitment position of investing institutions. "Outstanding commitments to purchase bonds and mortgages are great enough to absorb the flow of investment funds for many months ahead," he stated.

Summarizing the present and future of capital investment, Dr. O'Leary stated: "With the cold war in international affairs and the inevitable huge federal budget, with the political emphasis upon directing government policy toward maintaining full employment, with the expenditure by business of several billions of dollars for industrial research, with the vast highway program now being readied, with the burst of family formations which will develop in the mid-1960's, with the increasing capacity of our economy to experience rolling adjustments without going into a tailspin—with these and other similar forces operating—it is quite conceivable that the capital market conditions which are with us today may persist for quite some period of time."

Clarence D. Warren, Royal Neighbors, gave the report of the secretary and the 1957 seminar to the group. The session closed with the report of the nominating committee and election of officers.

Oppose Plea For American H.&L. Case Review

(CONTINUED FROM PAGE 1)

said the hearing examiner held that FTC had jurisdiction to proscribe deceptive representations made by National and disseminated directly by mail to prospects in other states. This does not apply in the American case. While it might not be practicable for Arkansas to control the mailing of material from Texas to Arkansas residents, Arkansas can control the distribution of matter by an agent in Arkansas to people residing there. This

is the only way that American material is distributed.

The brief repeated the assertion that control of advertising material cited in the FTC complaint is completely, adequately and effectively regulated by state laws in every state where the company does business. The advertising material is distributed only within the state where the agent operates and is delivered only to prospects within the state. Agents never cross state lines with material and never send it across state lines.

FTC could properly seek a writ in this case only on the premise that the appeals court decided an important question of federal law which has not been, but should be, settled by the Supreme Court.

The Supreme Court, in *Prudential vs Benjamin*, upheld the company's position that FTC jurisdiction goes only to the extent that insurance is not regulated by state law, the brief said.

Secretaries Hear Talk On Electronic Problems

(CONTINUED FROM PAGE 24)

an electronic data processing system, Mrs. Walker said. It has required a full year for Royal Neighbors to return to a normal schedule of auditing camp reports and preparing the next month's billing within the same month, despite a tremendous amount of overtime on the part of the office staff, she pointed out. Although auditing the reports still takes the same amount of time as under the old system, personnel will become more efficient as they gain more experience, and this program will take less time. Then, new programs can be developed for the 650, taking in other operations of the company.

"Electronics is here to stay and we have probably just seen the beginning of it," Mrs. Walker said. "Had this report been made after a year of normal operations it would have given more valuable information."

Mrs. Walker's talk was followed by an open forum on electronic data processing. Committee reports and election of officers concluded the formal meeting of the secretaries' section.

Medical Section Hears Talk On Heart Disease

(CONTINUED FROM PAGE 23)

will soon be either cured or alleviated by surgical intervention," he said.

Medical underwriters were warned to take a cautious view toward evaluating decreasing death rates from certain serious diseases by Dr. John C. Talbot, medical director of Pacific Mutual Life.

Using tuberculosis as an example, Dr. Talbot said the extraordinary decline in the over-all death rate from tuberculosis did not necessarily mean that applicants with a history of that disease should be treated liberally. The drop in the death rate merely reflected a much lower incidence of serious tuberculous disease and a more limited exposure to tubercle bacillus, he declared.

"While undoubtedly some of the improvement in overall mortality has come from surgical treatment, streptomycin and other new drugs, the death rate decline was underway long before. Consequently, a history of clinical tuberculosis still requires a substantial substandard rating," he said.

Even small variations in long-term mortality may significantly affect the experience of a large group, and hence the premium rates necessary. "This fact is often not apparent to the practicing physician who deals with individual patients and usually over relatively short time periods," Dr. Talbot noted.

The speakers were introduced by Dr. C. Gordon Vaughn, Degree of Honor Protective, president of the section.

hurt by inflation.

Greed for volume, he declared, has driven some companies to bid for business by eliminating their own agency forces. "Our state insurance department has been informed of employers advertising for bids for group under conditions requiring that no broker or agent receive any commissions, and home offices are agreeing to these schemes . . . Speaking as a member of the Indiana legislature, it is my belief that a system of buying and selling group such as this constitutes a rebate to the employer, and legal steps should be taken to correct the abuse."

"There is a place in our economy for sound group insurance," he admitted, urging, "We must see that it is operated properly."

Sen. Townsend also criticized "the constant belittling of the work of the agent," pointing to a recent advertisement in Indianapolis papers by a mail-order company claiming low cost

because of elimination of the agent. "One unsuccessful venture in the life insurance business has not stopped a mail-order house from again trying it, and soon you will be able to buy your life insurance when you stop in their store for a can of paint or a sack of candy. Isn't that a dignified atmosphere for discussing the solution to some of the most serious problems of life? What next? Trading stamps for your insurance purchases?"

Colo. H.O. Underwriters Elect Eileen Gothman

Eileen Gothman, Perpetual Life, was elected president of Colorado Society of Home Office Underwriters at its recent meeting at Denver.

Other new officers are: William W. Fralick Jr., Security Life & Accident, programs vice-president; E. N. Huck, United American Life, membership vice-president; and Carl M. Falline, Bankers Union, secretary-treasurer.

Scenes From LAA Annual



Gathered around the speaker's stand are four principals who participated in the Life Advertisers Assn. annual meeting at Philadelphia last week. They are, left to right, John L. Briggs, vice-president and director of Southland Life and secretary of LAA; Donald E. Lynch, public relations director of Mutual Benefit Life; Frederic M. Peirce, managing director of LIAMA, and William W. Cary, secretary of the board, Northwestern Mutual Life.



New Officers of Life Advertisers Assn., elected last week at the group's annual meeting at Philadelphia, are, left to right, John L. Briggs, Southland Life, secretary; Edwin P. Leader, Bankers Life of Iowa, vice-president; Morgan S. Crockford, Excelsior Life, president; Robert S. Kleffer, Metropolitan Life, treasurer, and Donald L. Hopkins, Life of North America, editor. Standing is the executive committee, members of which are, left to right, William C. Heinbert, New York Life; Richard L. Hindermann, Pan-American Life; Henry M. Kennedy, Prudential, past president; Charles L. Corcoran, Equitable Society; Jay C. Leavell, Guaranty Savings Life, and Myron Jones, Union Central Life.

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